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# **The Grocer's Window Book**



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# The Grocer's Window Book

A Compilation of Practical Plans for  
Displaying Merchandise in the Gro-  
cer's Window, together with Ideas on  
Store Fronts, Planning of the Store,  
Show Card Writing, Lighting and  
Photographing the Store Window.

FOURTH EDITION

*Alvin  
Hanslin*  
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EDITOR OF THE MODERN GROCER

THE MODERN GROCER PUBLISHING CO.  
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G 8  
1923



**THE GROCER'S WINDOW BOOK**

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To the  
*Retail Grocers of the United States*

*In dedicating this fourth edition of The Grocer's Window Book to the retail grocers of the United States, the publishers present plans and designs of window displays which are intended for adoption in the windows of those grocers who realize the advertising value of a clean, attractive and dignified window display. These suggestions are offered with the hope that they may be of material aid to grocers and their clerks who desire to secure the greatest possible benefit from their window displays.*



## FOREWORD

### The Purpose of the Grocer's Window Book

**T**HE Grocer's Window Book, since its first appearance, has filled a long-felt want in the grocery field. Nothing had been provided previous to the first edition which filled the requirements and needs of thousands of grocers in the United States for suggestions on proper display for the windows of their stores. The first edition met with an enthusiastic response. So, too, did the second and third editions. And now the fourth edition, revised and augmented, makes its appearance to further provide suggestions and material for the grocers for whose use it is intended.

The fourth edition of The Grocer's Window Book fills a need which is still as urgent and a demand as insistent as when the first edition was published. Especially during the past few years, when there has been a more keen spirit of competition existing between retail grocers and a greater desire for better and more scientific methods of merchandising, has there been a demand for window display material for the grocery field such as has been presented more adequately in other fields.

In this edition, new material has been added, changes have been made, and every effort has been made to render the volume still more valuable to the grocers of the country. The plans and suggestions in this book conform necessarily with those limitations which exist in the grocery business and especially in the smaller stores. They are not intended as iron-clad rules, but as suggestions which can be used for preparing displays according to the space limitations and conditions affecting the store where the displays are to be used. They can be changed and varied as the window trimmer sees fit. They provide a basis on which the ideas of the grocer and clerk can be built.

Every endeavor has been made to provide full and adequate material. All holidays and special occasions for which a window can be desired are represented. Displays for various kinds of foods and combinations of foods and a large number of novelty displays complete an assortment



## Foreword

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of displays which it is hoped may provide the grocer with suggestions for practically every display need and ideas which can be developed into original windows of his own.

Various other matters which are necessarily closely associated with the window display are presented in these pages. The matter of store fronts, window lighting, show card writing, window ventilation, and photographing the store window are of importance ; and the general arrangement of the interior of the store is of such vital importance that we present a discussion of store layout with diagrams and illustrations of successful stores in the hope that they may be of aid to grocers who may desire to work out a more satisfactory arrangement within their own stores.

## PART ONE

### The Grocery Store

*Information and Suggestions Concerning  
Modern Store Fronts, Ventilation and Lighting  
of Store Windows, Photographing the Store  
Window, Show Card Writing, and Modern  
Store Fronts.*





## CHAPTER ONE

### The Modern Store Front

**W**HEN the founder of Marshall Field & Co., said a number of years back that goods well displayed are more than half sold, he did not have in mind the sort of merchandise usually sold by a grocer. However, this trite saying of the merchant prince of State street has even a stronger application to the grocer's trade than to most other retail stores for the very important reason that the average grocer has more customers come to his store with their minds undecided as to what they want to buy. For this reason the grocer may with the proper sort of displays help his customers make up their minds and incidentally sell a lot more articles than the customers would have purchased if allowed to think out the list of things they wanted for the kitchen. It is these extra sales that are pulled by the strong displays in the windows and inside the store that gives the grocer increased profits without increase in overhead.

This chapter has to do with the arrangement of the show windows so that the grocer can make the best possible displays of as many of his



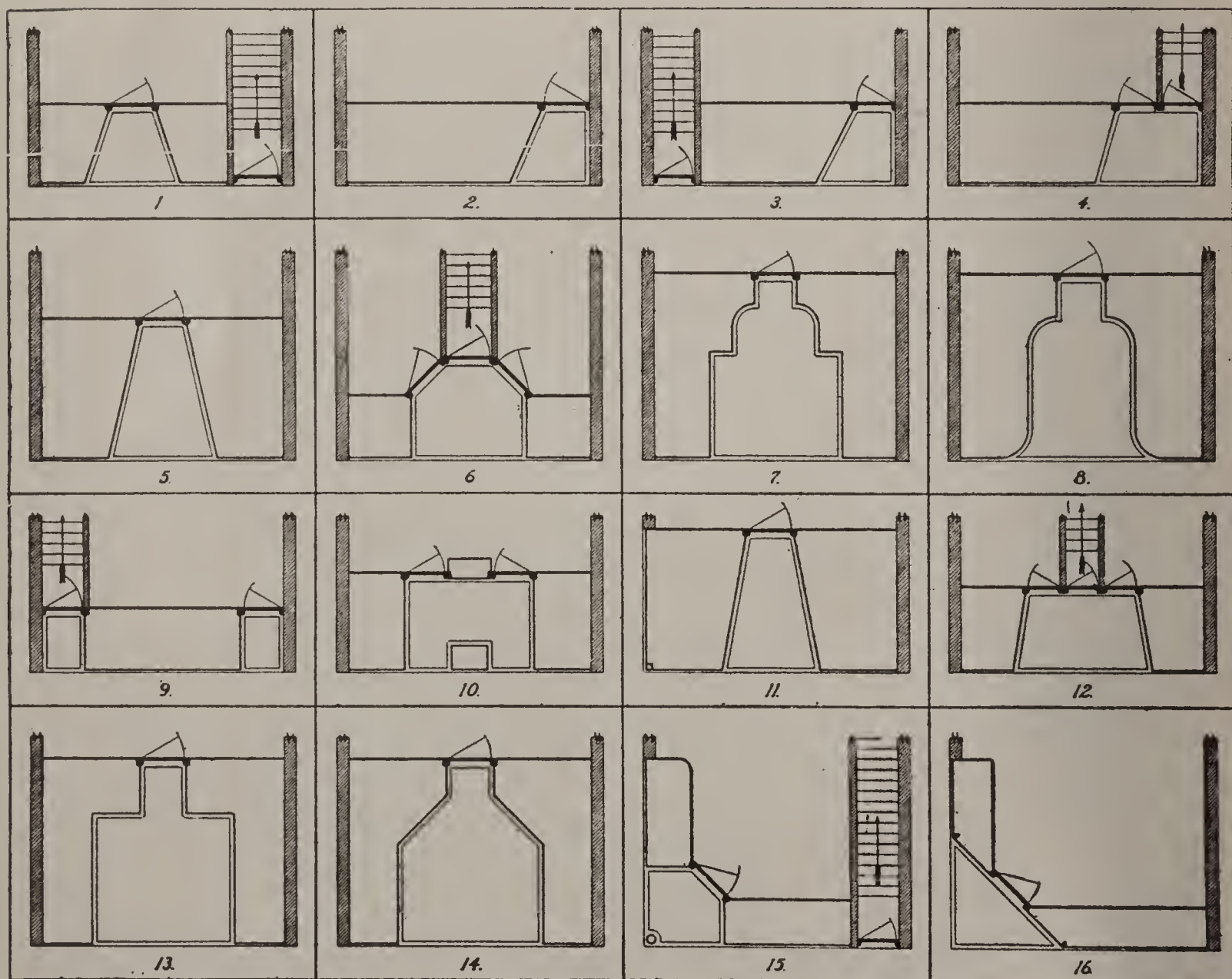
With this arrangement of store front, the maximum of display space is obtained by reason of the island window in the center with the vestibule entrance



# The Grocer's Window Book

different lines at the same time. That the design and construction of the windows do make a big difference in the success or failure of a grocer's displays has been proven times without number. Thousands of grocers have demonstrated that by remodeling their store fronts and show windows they have been able to increase their sales from 15 to 30 percent. Capitalizing the cost of such an improvement over a period of 10 years—improvements of this nature are subject to a 10 percent write-off charge when figuring income tax—it will therefore be easy to figure that the merchant will obtain a good profit from such an investment.

Every grocer knows that it is next to impossible to display green goods and fruit in the same window with package goods and staples. The grocer then should have two or more distinct windows so that he may make at least two general divisions in his display. Three or more windows would, of course, be better. The design shown in the halftone picture on page 9 has proven very successful for the average size grocery, from 20 to 30 feet wide. Note there are two windows about 4 feet deep on each side of the entrance doors and that between the doors is a large case which extends partly outside but principally inside. This center case is used



Various ideas for store fronts can be obtained from this illustration. Methods are shown for obtaining window display space, vestibule space and entrance to the upper floor

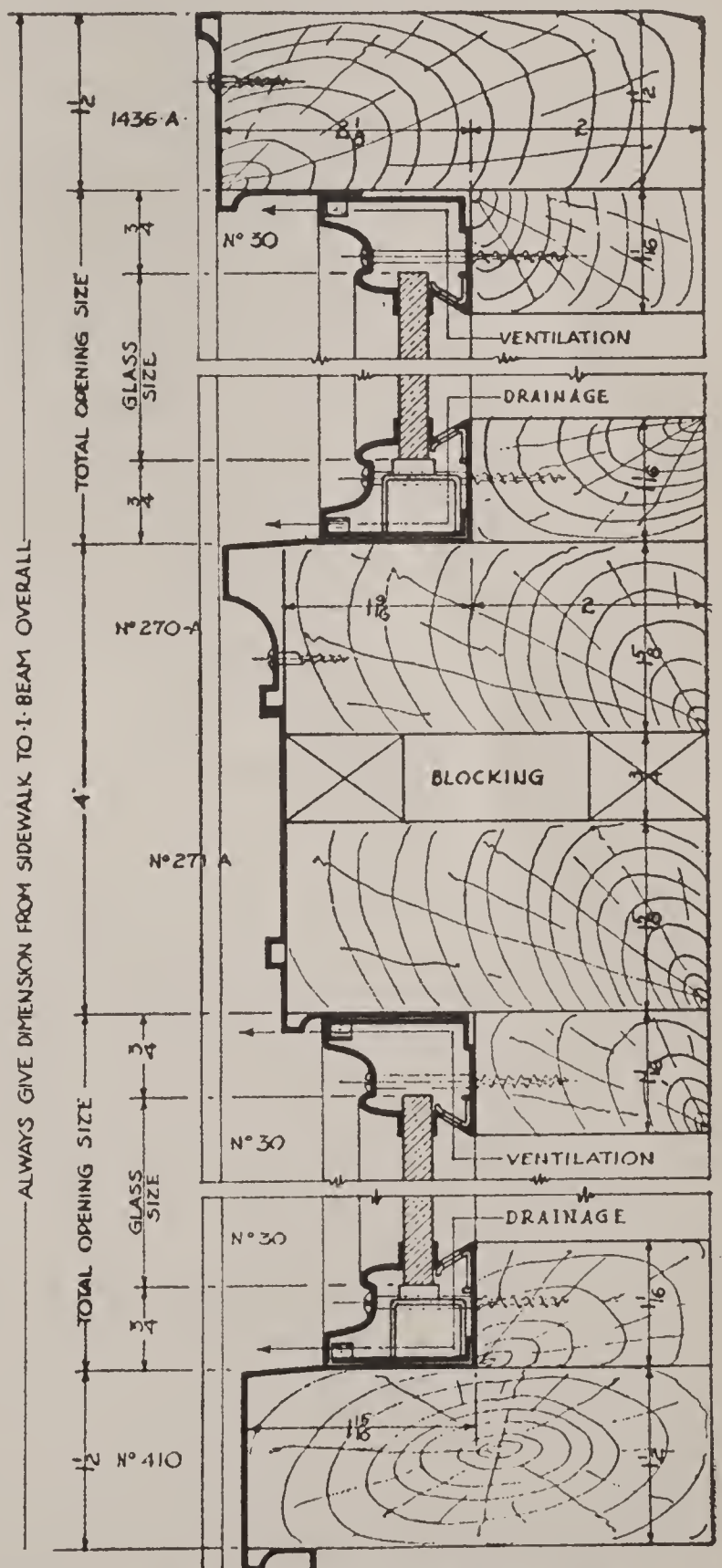


# The Modern Store Front

exclusively for green goods and fruit. Then again the large entrance way proves very inviting. Two doors make crowding almost impossible. The floor in the side display windows might be 6 or 8 inches higher so as to bring the displays closer to the eyes of those on the sidewalk. Some merchants prefer to have the floor at this height and then use platforms inside the windows on which to display the smaller package goods.

Sweating and frosting of window glass bothers grocers more frequently than other merchants. The cause for this is found in the large amount of moisture which most groceries contain. This is true even of most package goods. Some of the better copper store front construction which has become the most common setting for plate glass has holes in the sash to provide for ventilation and drainage. By means of a slide in the back member these holes may be closed at will so as to give protection against dust. The windows in which the dryer groceries are to be displayed should be closed tightly. That is the back floor and ceiling of the window should be made as air tight as possible. In this way, when the slide is opened in the sash, the temperature inside the window is nearly that on the outside. Sweating or frosting is caused by condensing of the moisture in the air inside the window. The condensing process is brought about by a difference in temperature. Be sure that no heating pipes are installed near to the enclosed windows.

The window for the green goods and fruit should not be enclosed. These goods have an excessive amount of moisture and if put in an enclosed window they soon would saturate the air with an excessive amount of moisture. Condensation would take place



Vertical Section of a Typical Store Front

# The Grocer's Window Book

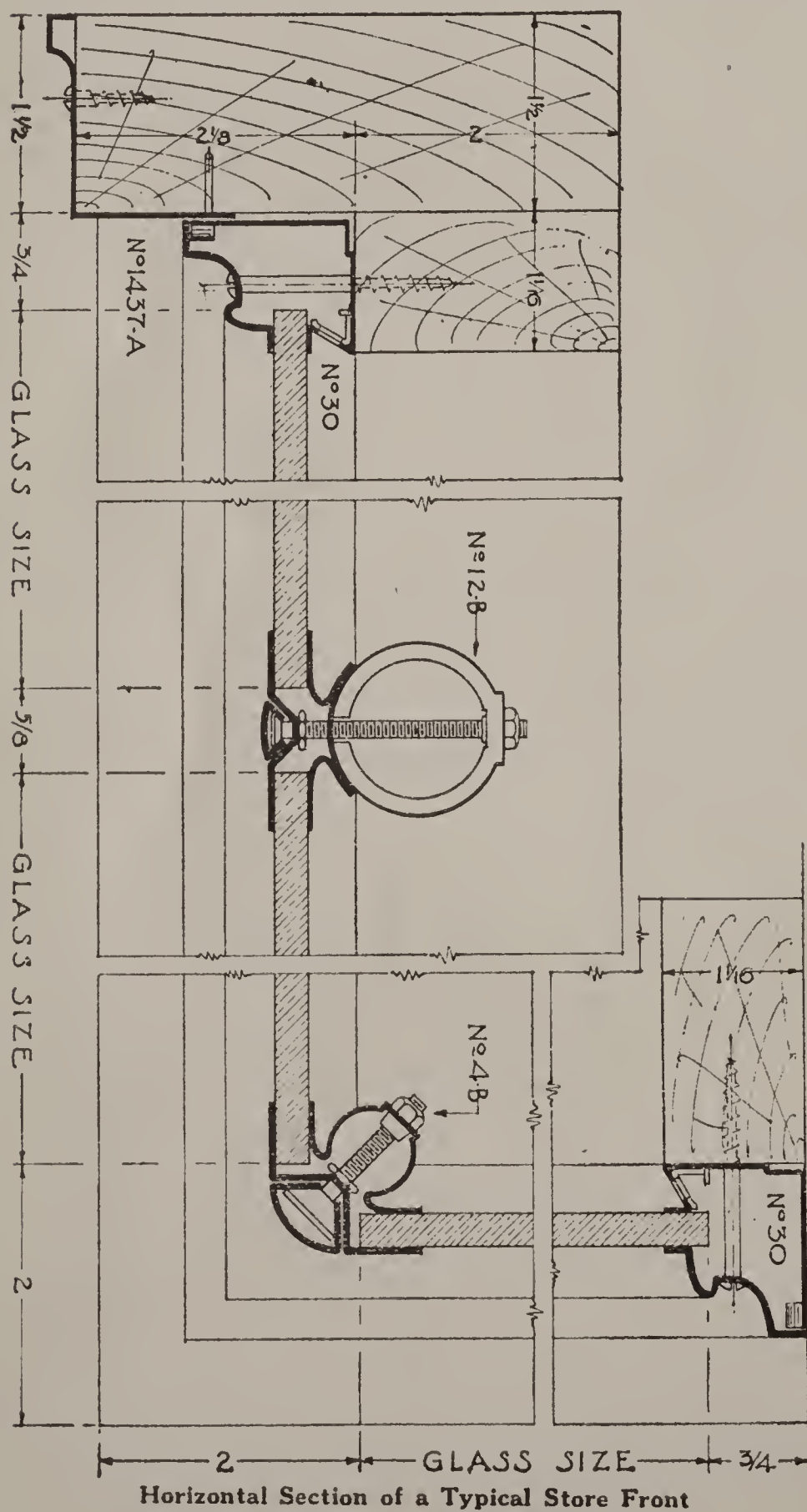
under such conditions even in the early fall months. The writer knows of a candy maker who has trouble with sweating windows in the middle of the summer every time he puts a batch of candy fresh from his kitchen in his windows.

On page 10 we show floor plans of several different kinds of window layouts which have proven practical and effective in different cases. The type of windows most desirable will depend entirely upon the class of merchandise, the class of trade, the location and the merchant. But, because of the importance of design we recommend that much thought be given to these details. We also recommend that the very best construction

be used in building or remodeling. The best is by far the cheapest, even when averaged over a period of a few months.

Large rentals are paid by stores to become centrally located—to become so located that the maximum number of people pass the store's windows. To be able to show the greatest number of people what they have for sale, through their store front, large rentals are paid. Some merchants even go so far as to state that two-thirds of their rental is for show window purposes.

That the installation of modern store fronts is justified only in the largest cities and that the small-town stores cannot afford to adopt modern and attractive





## The Modern Store Front

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store fronts is, of course, a fallacy long since exploded.

There are today thousands and thousands of examples to disprove that thought.

When a new store front is planned it is well to make a thorough investigation—to be unquestionably sure that the front adopted is the proper one.

Make a study of some modern fronts to find new ideas, and when a good point is found and one that is successful, put it down on paper. It is not necessary to be a practical mechanical draftsman in order to lay out a modern store front because a successful front is built around the requirements of the business in which it is associated. The only reason a new store front is justified is its ability to increase your business because of its provision for attracting more trade.

When a new front is to be installed, don't leave all the details to a carpenter. No matter how much experience he has had in building, he is not competent to design the store front to fit the business, simply because his experience has not been in that channel.

First figure out what the business needs, then call a carpenter to help work it out structurally. Most any carpenter can build a partition—but it takes a merchant or a store front specialist to design a front that will fit the business—one that will modernize it and increase the sales of the store.



## CHAPTER TWO

### Preventing Window Frosting

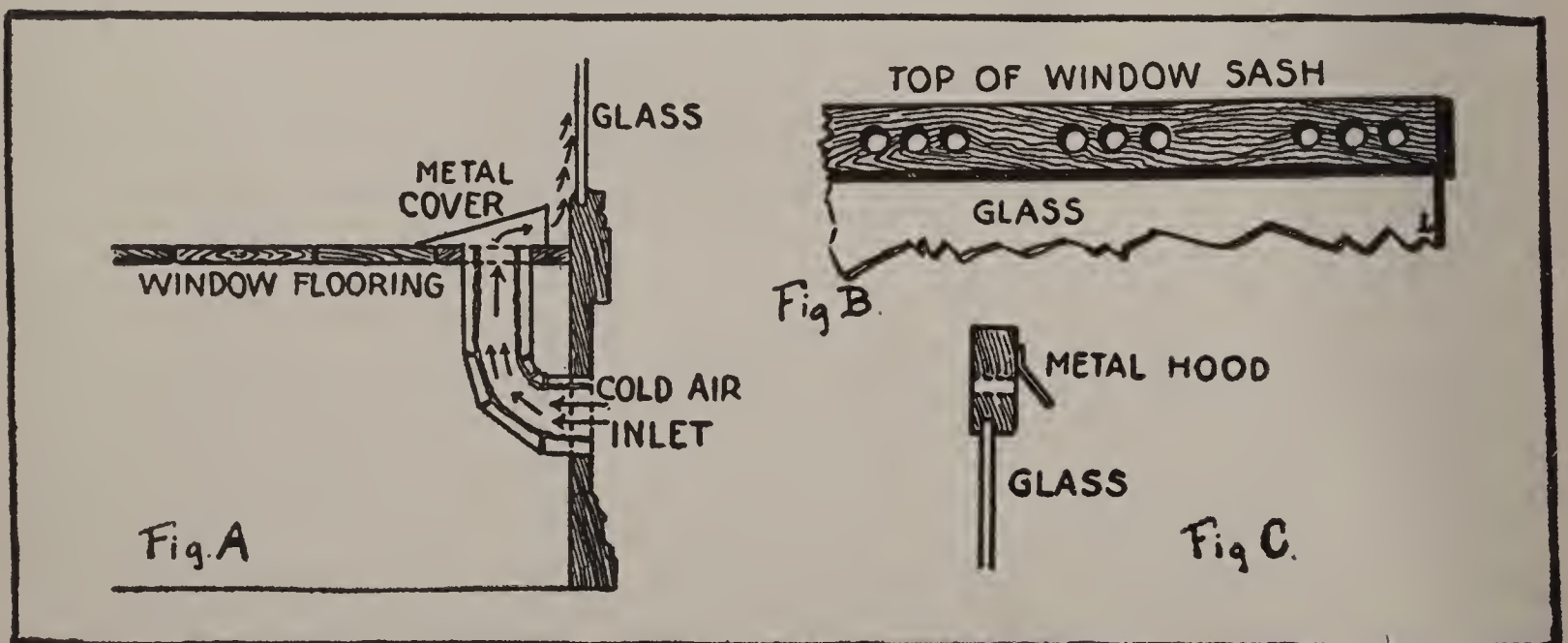
**T**HERE is nothing more annoying than to find that a mighty attractive window over which you have worked a long time cannot be seen because of frosting. When all the other windows along the street are frosted so that displays are not to be seen, you can, by the proper methods, make sure that your windows will be free of frost and as bright and clean as in the summer time.

We told you in the chapter on Modern Store Fronts that frosting or sweating is caused by the condensing of the moisture in the air inside the window, or by the difference in the temperature inside and outside the window. So in order to prevent frosting, two methods can be used. Certain remedies can be used which sometimes bring success. But to make sure of preventing frosting on your windows it is best to ventilate the window and in some cases to reconstruct the window and build it upon scientific lines.

The methods of doing this are not difficult. Figure A shows the floor of the window with a hole cut in it and another cut in the outside baseboard. The two are connected by a common stovepipe elbow and the two holes should be covered by a heavy mesh netting in order to keep out as much of the street litter as possible.

For the six-foot window there should be at least two such openings and three would be better. On the floor of the window there should be a deflector that will send the incoming cold air up against the window, and which will also protect the wire netting and prevent its being easily broken. This metal covering should be closed on the two sides and made to flare toward the glass so as to throw the cold air toward it.

Figure B shows the top of the window sash with holes drilled to allow the air from the openings underneath to escape. It is necessary that there





## Preventing Window Frosting

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be plenty of these holes in the top of the window, as constant circulation of this cold air is the essence of the plan. Figure C shows a metal hood attached outside of the top window sash so as to prevent snow or rain from entering the window. These openings should be provided with a slide so that in the summer they can be closed in order to prevent the dust and dirt from the street entering the window. Such windows should be closed from the rear.

However in the case of a window which is open to the rear, and this is especially likely in the case of a fruit and vegetable window, a ventilating system is practically impossible. About the only thing that can be done in this case is the use of chemicals or a flame to prevent frosting. Electric heaters and oil heaters are sometimes used to good effect. Along the inside of the glass, a gas pipe can be run with a number of tiny holes in the top, about an inch apart. When the gas is turned on and a match applied to these openings, a series of small gas jets throw an even amount of heat up over the entire surface of the glass. None of these methods are very sightly and there is always the danger of fire or damage to goods by heat.

This plan at best is but a makeshift, however. In many cases frost will not accumulate on glass that has been rubbed with a rag saturated with alcohol. This alcohol operation will have to be repeated in very cold weather several times a day. Instead of using plain alcohol, some stores use glycerine and water, while others use ammonia and salt water, or alcohol and water.

Another formula is the following: A thin layer of paste made of water, glycerine, white candy and sugar, in equal parts, with a small quantity of coumarin (which is a camphor derived from the tonka bean) spread over the glass, will not affect its transparency and prevents the precipitation of moisture and frost in many cases.

Where windows do not frost over very badly it is possible to keep the glass clear by throwing a strong current of air over the inside surface by means of an electric fan, although this may be called an expensive method. Screen the fan with merchandise or show card, so it cannot be seen. The current of air from the fan should strike the glass from one side and sweep over the entire surface, thus creating a circulation of air over as much of the glass surface as possible. For extremely large windows it is often necessary to use two fans.



## CHAPTER THREE

### Lighting the Show Window

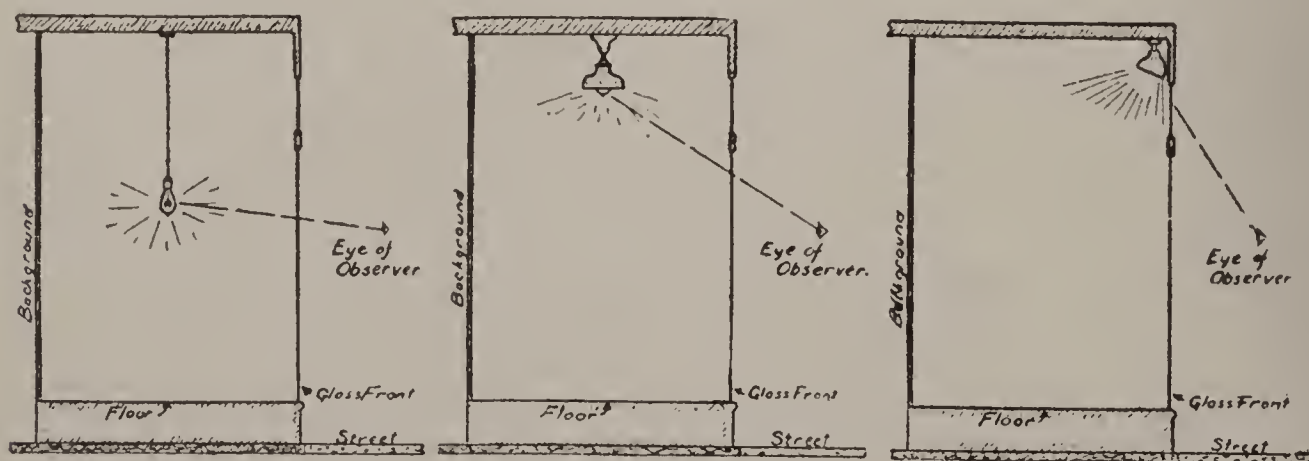
**S**HOW WINDOWS occupy the very front of the store—its most valuable portion and for this reason the Show Window should be expected to yield at least a proportional return. But if your windows are to yield a maximum return it is not enough to merely put in a unique display and let it go at that. No, the display must be helped along by proper lighting.

In cities where high buildings shut off daylight and numerous competitors' windows are bidding for attention, artificial window lighting is necessary even during the day, to show the goods to advantage. At night, however, good Window Lighting is indispensable if the windows are expected to sell. In the following paragraphs the principles of Modern Display Lighting are discussed, and may be of benefit to those who feel that their windows should produce more sales.

First of all, the display should be lighted from the side from which the prospect views it. This means that the light should come from in front and above, or in other words, reflectors should be placed along the upper front edge of the window. Bare lamps or even shaded lamps hung in the middle of the window do not light the display properly, and furthermore, their presence in the window distracts attention from the display.

Window Lighting has been developed to such a degree that almost any electrical dealer can readily supply regular standard silver mirrored window reflectors especially designed for this purpose. These reflectors are so shaped that none of the light is allowed to escape to the ceiling of the window or on the sidewalk outside. All of the light is spread uniformly over the display and makes it very effective.

Some windows are deep, others shallow; some are large, others small, but there are standard reflectors to take care of all cases. A window with solid background and high display should be lighted with a distributing



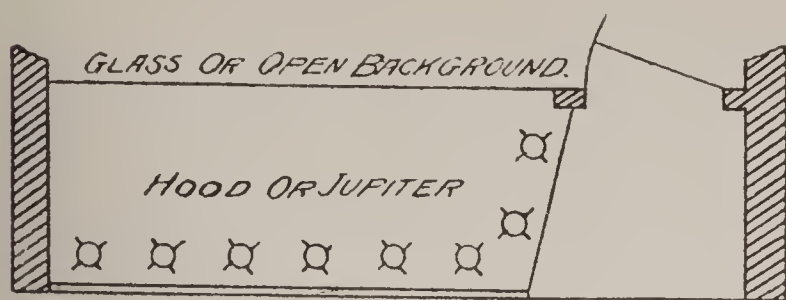
BAD

FAIR

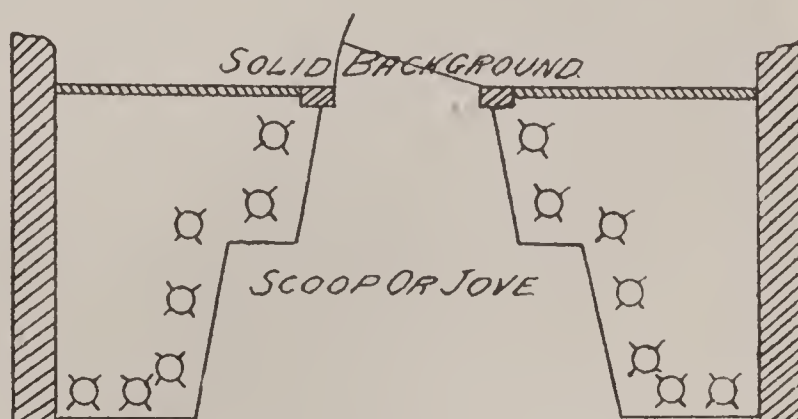
BEST

Conceal the Source of Light If You Want the Eye Attracted in Your Display

# Lighting the Show Window



Showing Two Types of Windows with Arrangement for Lighting

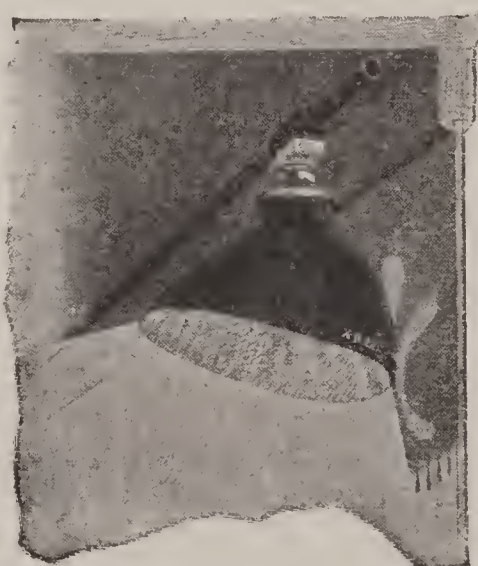
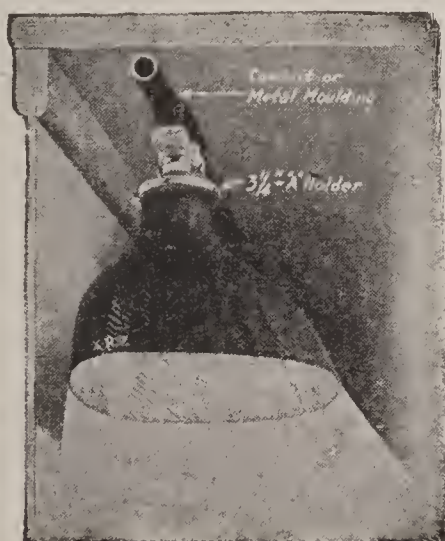


window reflector while a low display or a window with an open or glass background should use the more concentrating type. If a distributing reflector is used in windows with a glass background much of the light would be reflected through the glass into the store and would be wasted as far as lighting the display is concerned.

On the other hand, if a concentrating reflector is used in a deep window with a high display, the front portion would be well lighted, while the back of the window would be dark. Such unevenness in the lighting should always be avoided.

Since these standard window reflectors are designed to give a particular light distribution with a specified lamp it is highly essential that in all cases the proper lamp be used.

Experiments furnish quantitative data on the effect of the attractive power of hiding the lighting units from the view of the passer-by. A window was equipped with fairly expensive lighting fixtures carrying a



Two Common Types of Reflectors for Use in Show Windows, the Concentrating and the Wide Distributing Reflector

Cut courtesy Nat. X-Ray Co.



## The Grocer's Window Book

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number of opal glass shades, suspended in full view. By actual count extending over four nights, this window attracted the attention of about 12 per cent of the persons passing. The lighting equipment was then entirely changed; a reflector better suited for the window was installed and located correctly in such a position that the lamp was not visible from the outside." The recount that was made on four successive nights indicate that 72 per cent of the passers-by were attracted—an increase of 500 per cent. In other words, the merchant installing the up-to-date and rational system of lighting increased five to one his chances for making his window count in increasing his sales.

The method of window lighting recognized as the most satisfactory is to use individual reflector equipment, because better control of the light is secured than with a cluster of lamps or a trough. There is a silver mirrored reflector for each and every type of window, whether you have a back-ground or not, and whether the window be low, medium or high. In general, it might be said that for windows that have a high display a "Scoop" shape reflector should be used, because it gives a wide distribution of light. Where the display is low a reflector of a concentrating type should be used because the "Hood" shape concentrates all of the light on the display.

One new item of display lighting is a Window Flood Light. It is made in such a way that the unit can be used to completely light small windows or to increase the effectiveness of windows that already have this modern window lighting equipment.

This reflector unit floods the window with light and concentrates a beam within the center of this flood which highlights or emphasizes the article on which it is directed. In other words, in lighting a display with the window floodlight, the lighting is given tone and made brighter in the portion in which the beam of light falls than would be a window where no window floodlight were used.

It is advisable to consult a reputable electric dealer or the manufacturer of such reflectors about the lighting of show windows and enjoy the advantage of their years of experience to get the best lighting results.

Even though the amount of business that is being created in your store may seem to you very favorable, don't overlook this point. *Good window lighting* on your attractive displays will help you sell *more*. Merchants who have improved their methods of lighting feel very much sold on an old slogan adopted many years that you can "*Win Sales with Light.*"

## CHAPTER FOUR

### Show Card Writing

THE window display and the display of merchandise inside the store is usually incomplete without a liberal supply of signs and price cards. The price card and the well lettered advertising card carry a silent message that may create the extra sale. Every grocer can well afford to give time and thought to this matter of show card writing. We cannot give here a complete course in practical show card writing but we can merely present a few fundamentals useful in doing the necessary show card writing for grocery stores.

Before going into the matter of alphabets let us discuss briefly the tools and materials required for doing satisfactory work. Either brushes or the right kind of pens may be used with satisfactory results. A satisfactory set of red sable chisel edge brushes can be had in sizes No. 6 making a stroke  $\frac{1}{8}$  inch wide; No. 8,  $\frac{3}{16}$  inch wide; No. 10,  $\frac{1}{4}$  inch wide; No. 12,  $\frac{5}{16}$  inch wide. These should always be taken care of at the end of the job by dipping in water and drawing all ink from the bristles, cleaning thoroughly and flattening to the chisel shape, then left to dry in this position. Do not carry these brushes in the pocket or in an envelope or receptacle where the bristles touch a surface to cause them to twist out of shape.

The best pens for rapid show card work to be had at a nominal cost are known as Soennecken pens, and range in size from No. 1 to No. 6. No. 1 makes a stroke  $\frac{3}{16}$  of an inch wide. A large number of the card writers of the country use a common stub pen to outline all letters and fill in the letters with a brush. Prepared show card inks are to be had in

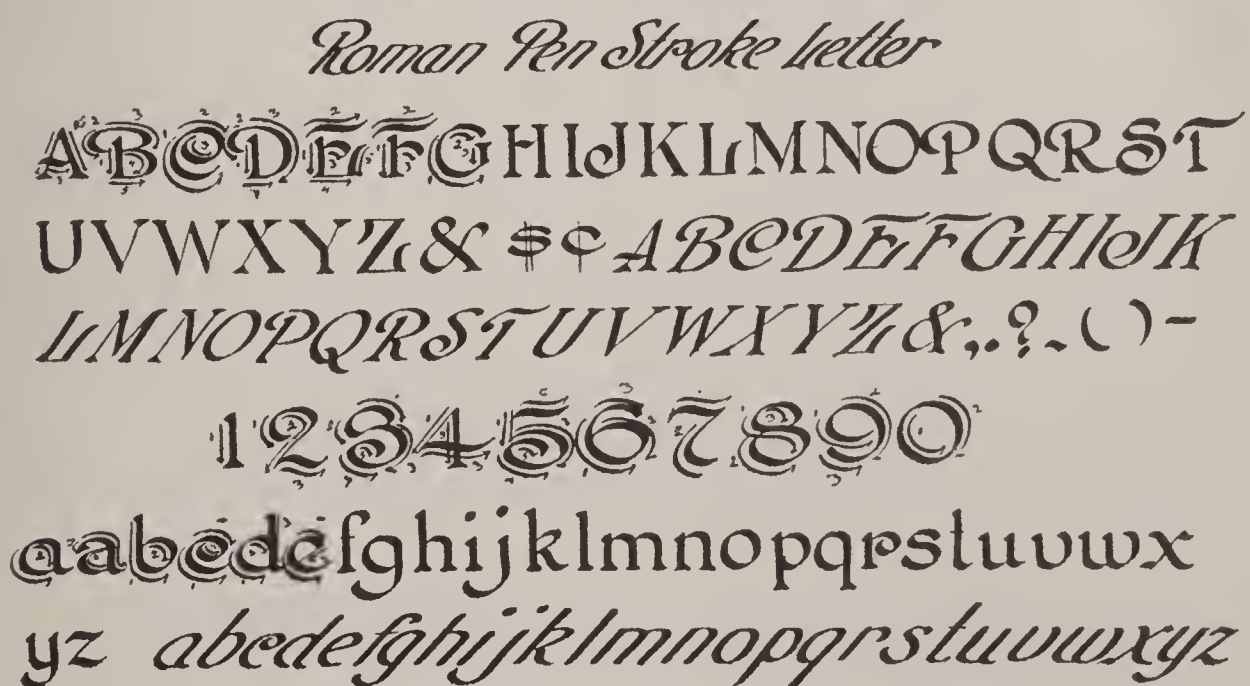


Fig. 1. The Roman pen stroke letter is the most practical for general work where small letters are desired. They can be made rapidly and are easily read



## The Grocer's Window Book

any color from one ounce to one quart bottles. Because of the perfect preparation of these inks it is suggested that they be used instead of oils or opaque paint for this work.

Wrapping paper or the very cheapest white cardboard or any other smooth surface paper is good enough for practice. At first this practice paper should be ruled off into small squares about half an inch in size. For regular work, the cardboard should be of from three to eight ply Bristol board in any color desired. This board comes with a usable surface on one or both sides: Many stores are lettering on both sides of the card or letter on one side and use the card again by lettering on the other side. These boards come in standard dimensions of 22x28 inches and this can be cut in the standard sizes  $\frac{1}{2}$ ,  $\frac{1}{4}$  and  $\frac{1}{8}$  sheets.

After getting your tools and paper and practicing the alphabets, you will be ready to layout a complete card. The arrangement of the words on the card is very important. Even though your letters are perfect, if they are not spaced right on the card, the card will be spoiled. Always allow plenty of white space or border around the outside of your lettering. The letters should be so spaced that they look the same distance apart, and the borders at the top and bottom and sides of the card should all be the same. The arrangement of the wording should be symmetrical and pleasing and the wording all or nearly all in one type, or style of letter.

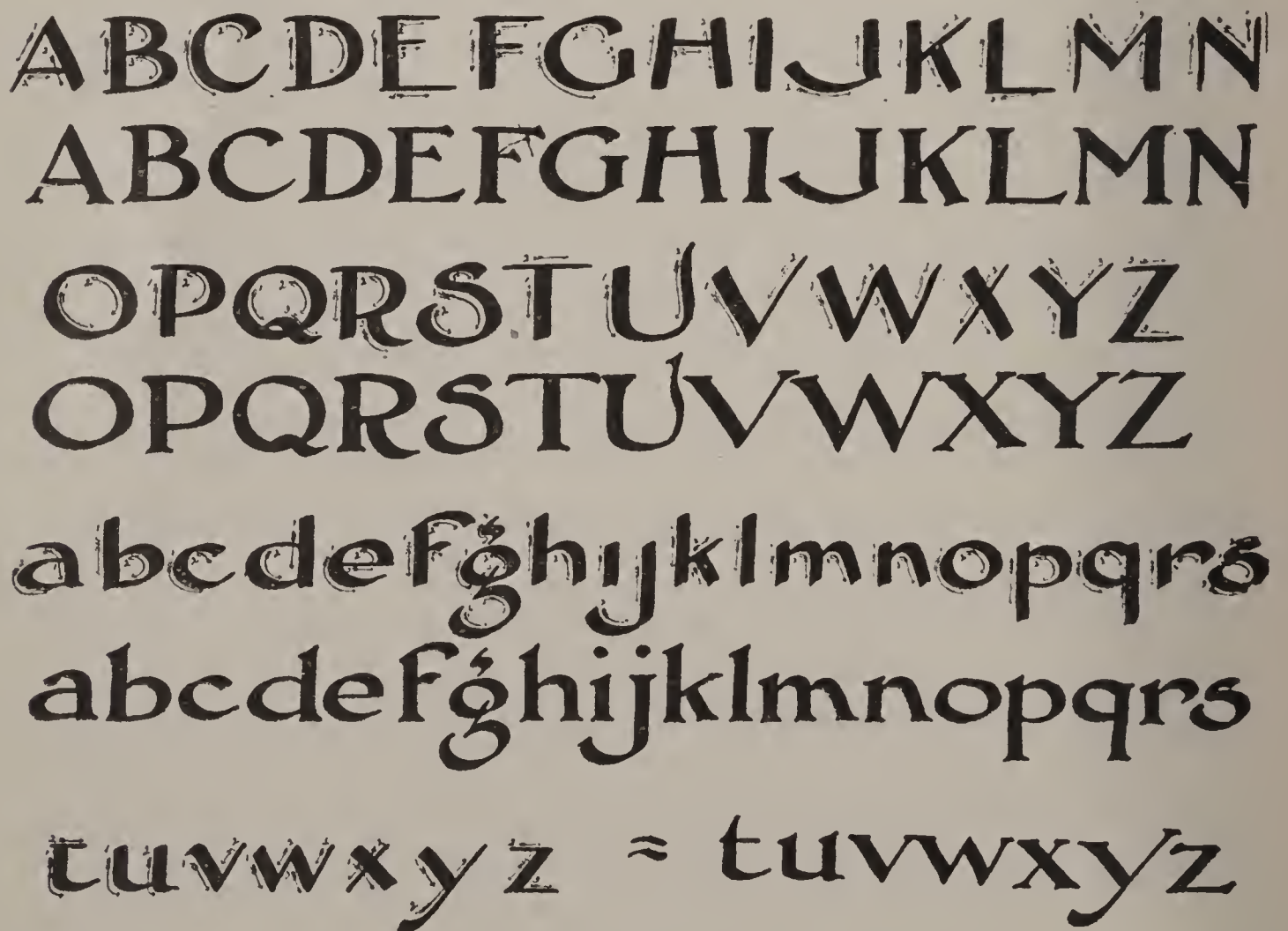


Fig. 2. The single stroke Roman letters. This illustration shows the principal strokes and the finished letters. An easy alphabet to learn. It makes an attractive sign



## Lighting the Show Window



Fig. 3. These cuts show the way in which the brush is held. No. 1 and 2 show the vertical stroke, front and rear view of the hand; and No. 3 shows the horizontal stroke

If the wording consists of one or two words, you can probably use all capitals with telling effect; if of five or six words, we would suggest the heading in capitals and the remainder in lower-case Roman. If there are more than six words in the sentence, you will probably have to resort to stroke brush letters or narrow pen Roman.

It is better to use small letters in conjunction with large letters or capitals for general work as this gives more white space as a background and makes the writing stand out more prominently.

Probably the most popular lettering is the Roman for it is rapidly made and is more simple than any other forms of lettering. This form of letter can be used to advantage on price cards, small display cards, and large cards for window and table display. The brush is ordinarily used for the larger letters, with the pen being used for letters one-half inch in height and less. It is difficult to make the smaller letters with the brush and the larger letters are more readily made with the brush. Many signs may be limited to brush letters and others may be limited to the use of the pen. However, the combination can be used to great advantage in many signs and proficiency in the use of both the pen and the brush is desirable.

The Roman pen stroke letter is illustrated in Figure 1. This stroke can be made rapidly and is used to advantage in many of the smaller signs and in the smaller wording in the larger signs. This lettering is made with a Soennecken pen. To begin practice on this Roman stroke, use a No. 2 pen and six ply Bristol board with a coated surface and a good show card ink that will flow freely from the pen. Equal parts of Bissel's show card inks and Higgins' Eternal inks or letterine thoroughly mixed make a good pen ink. Water may be used to thin the show card ink or letterine if it chances to be too thick.

The first seven capital letters of this alphabet in Fig. 1 are marked with arrows indicating the strokes in rotation, and the same thing is shown

## The Grocer's Window Book

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for the numerals and the first few small letters. The Italic lettering shown at the bottom of Fig. 1 makes an attractive sign.

Fig. 2 shows a single stroke brush alphabet with principal strokes and finished letters. The general formation of these letters is much the same as in the first illustration. The general direction of the strokes is the same. All strokes necessary to do this lettering are down. The same general direction applies to practically all lettering.

Do not hold the brush too tight as this will cause your hand to cramp and thus not allow you the free movement so necessary to good work. Figure 3 shows ways in which the brush is held. No. 1 of Figure 3 shows the hand holding the brush in position making a downward vertical stroke, No. 2 shows the other side of the hand and No. 3 shows the hand in position for making curves or horizontal lines. In making curves, the movement is very similar to making horizontal lines except that at the same time as drawing the brush horizontally or vertically, the hand is either swung to right or left or up or down as the curve may be desired. Always endeavor to make the brush stroke continuous, not the entire letter or figure, but the particular stroke that you are on. For rapid one-stroke letters, the brush should be well filled with color which should flow freely from the extreme point. You can make all strokes uniform in width by giving the same pressure of the brush on the cardboard.

For the beginner, the single stroke letter is the easiest and the most practical to learn. The single stroke letter is so called because each section of the letter is made with one stroke of the brush. The Roman alphabet is the easiest of all letters to read and are the most practical for general use. These letters should be mastered first by the merchant who makes frequent use of signs and cards.

For that reason we have shown examples of only the Roman lettering and suggest the use of the pen and brush. Books are available for the show card writer who desires more detailed and advanced instruction.

The show card should be made to say something. Whatever is desired to be featured can be presented in a pleasing and attractive way on signs and show cards. Prices and advertising messages can be brought to the attention of customers through the liberal use of show cards better than in any other way. Good show cards and price cards are an asset in any store, and naturally an ability to write attractive show cards is a desirable accomplishment.



## CHAPTER FIVE

### Photographing the Show Window

**M**ANY times when you have an exceptionally fine window display you will wish to have a picture of it as a permanent record. To know how to take a satisfactory picture of the window, and the interior of the store is desirable. Pictures can often be used to very good advantage for advertising purposes as well as bringing satisfaction to the grocer.

The first essential condition for a good picture is to have the interior of the window lighter than the exterior. Best pictures are taken at night under electric flood lights, hidden in the window, or early in the morning, just before sunrise.

With a good lens, an exposure of 10 to 30 minutes will be sufficient, although the size of the diaphragm must be considered. The smaller the diaphragm, the more time is required, but the smaller diaphragm gives a sharper picture. People passing between the camera and the window during a long exposure will not injure the photograph.

Reflection in the window is avoided by providing a cloth screen of black cambric, sufficiently large to shut off all reflection when it is raised before the window. This screen, raised behind the camera when the picture is taken, will result in a clear picture. Flashlight pictures will not avoid reflection.

Show windows should never be photographed when the sun is shining upon them. If electric lights are in full view, they should be covered for a long exposure or halation will result. To prevent a halation, photographers use as a backing for the plate a paper especially prepared to destroy these reflected light streaks. The best plate for the window photographer is a non-halation plate.



*Photo courtesy Grignon Studios, Chicago.*

This splendid view of a window display is illustrative of the results that can be obtained by careful photography





## CHAPTER SIX

### Planning the Store

THE arrangement of a store interior may easily make a good deal of difference in the volume of business obtained on the more profitable items in the grocery line and in the ability of the grocer to give speedy and efficient service to his trade. This is realized more and more as chain stores and independent stores are working out a more scientific arrangement of their stores to care for every type of trade. When a grocer opens a new store or changes the arrangement in his own store, he should give careful consideration to certain principles and work out a layout which will meet his own particular requirements.

There are a number of elements which not only must decide the arrangement, but which in turn are dependent on the layout. Speed of service, sanitation and cleanliness, display possibilities, convenience and efficiency are factors which should be taken into consideration when planning the store layout. Gone is the day when the clerk must dash madly from one end of the store to the other in filling an order. Goods should be close at hand. Fast selling merchandise and profitable items each have their place. There is a desirable place for telephones, for the cashier's desk and for other pieces of equipment.



## Planning the Store

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Generally speaking, there are two types of stores, the long, narrow store, and the square store. Again, each of these may be found serving a cash and carry, self-service, or a credit and delivery trade. Variations will be found necessary according to the trade served, but fundamentally, there are certain principles which should be kept in mind.

In every store the more profitable items should be near the front of the store at one side of the entrance, and staples should be placed farther back in the store. This means that coffees and teas should be up in front. In the long store with a corner entrance, this department should be at the front just opposite the entrance, in the square store with the center door, the department should be at one side of the entrance just back of the window display. The coffee mill, a counter and a table for serving and sampling should be here. The odor of freshly ground coffee is always a magnet for trade, and for this reason the coffee department should be as near the door as possible. The cheese department is ideally located near the front, possibly just across the front of the room from the coffee department. Choice and fancy canned goods, spices, extracts, fancy bottled goods should be placed more near the front than the back of the room.

People are going to go back into the store to get the staples, and should be forced to go past mighty attractive displays of the luxuries and the more profitable goods. Fruits and vegetables are usually near the front. It is a debated question whether these goods should have the exclusive right to a window all the time, but at any rate, they can well be placed near the front of the store, but they should not take up too much room, and should not hide displays of other goods.

The layout of the store should make it easy for the customer to go back into the rear of the store. For this reason, the counters should be so placed that there is nothing to prohibit the customer from going back to the rear. The narrow store will probably have counters at each side. These counters should be short. Glass counters are very desirable because of the display possibilities. Counters, serviceable as working tables, and providing storage space are desirable. If the store is a narrow long one, there should be but little between the side counters; if there is sufficient space in between these counters, small tables for display purposes are of great value. There should never be counters extending across the room which shut out customers even slightly from the back part of the store. Counters, in a square store, may be placed lengthwise in the center of the store, providing lanes through which the customers may pass to the rear.

At the rear of the store, the meat counter is usually found, possibly taking up the back wall, or one side at the rear. The bakery department should be at the rear, also, for the smell of fresh bread and bakery goods will draw the customers back through the store.

The store should be so laid out that all goods for delivery are carried



## The Grocer's Window Book

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out at the rear. It is a mistake to carry goods through the front entrance, or to pile them in the center of the room in the way of the customers. If possible, there should be a space at the rear for filling orders so that the clerks doing up orders for delivery will not have to interfere with clerks filling orders of customers in the store.

Convenience of customers should determine the location of the cashier's desk. There are two systems in use, one of having a large number of cash registers, one for each department, and the other system of having one centrally located cashier where all bills are paid. If the latter system is adopted, the cashier should be located conveniently.

The location of the phones is important. There should be sufficient phones so that clerks do not have to run over the entire store to answer calls. One arrangement is to have a number of tables, conveniently located, for phone service. Another method is to have a special phone department, where a series of semi-enclosed booths are provided for a staff of phone clerks. The office should be at the rear and out of the way.

Display and convenience are the two most important factors in the arrangement of the store. Constant suggestion by pleasant and forcible display swells profits. Location of profitable items where they will be seen first swells profits. Arrangement that provides for economical and efficient service also swells profits. All this requires study and planning so that the store may provide the maximum of service and profit in the space available. In these pages are pictured a number of store layouts and interiors which have proven successful. They are worthy of study for they may suggest changes that may be effected in the stores of grocers who desire to work out a more satisfactory arrangement in their stores.



## Planning the Store





## The Grocer's Window Book





The middle view shows the meat department, which is at the right side of the store. The delicatessen section, which is located in the center of the store, is partially shown in this picture. The grocery section can be seen at the back of the store.



Three views of the Unique Food Shops, 4631 Broadway Ave., Chicago. The top view shows the fruit and vegetable department located at the left side of the store. Note how clean and attractive everything appears. Each section of this store is owned and operated individually.

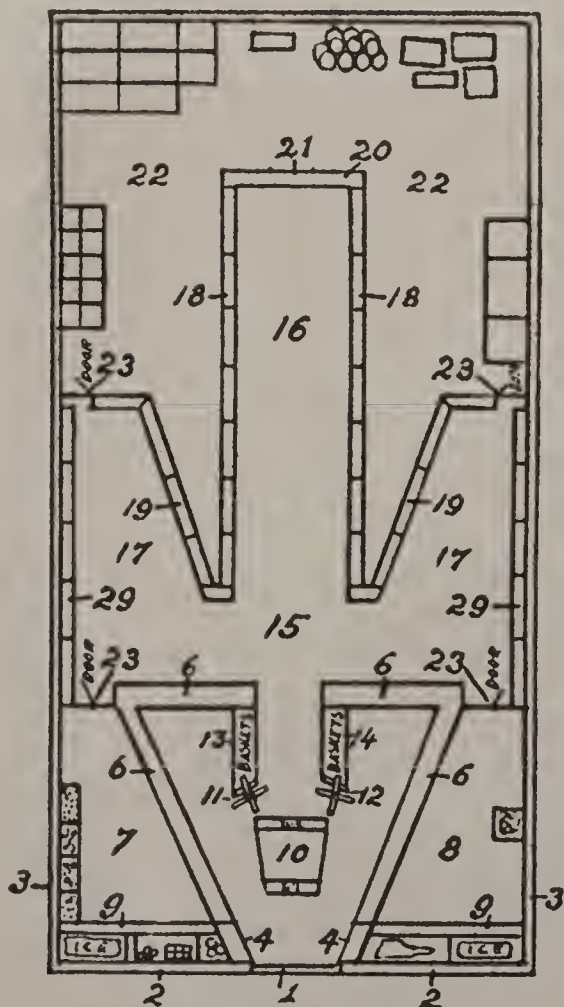


The lower illustration shows the grocery section of this interesting store, the picture taken from behind the rear end of the fruit and vegetable department. The arrangement of the departments is ideal and is working out very satisfactorily, according to the owner, Mr. F. M. Bingham.



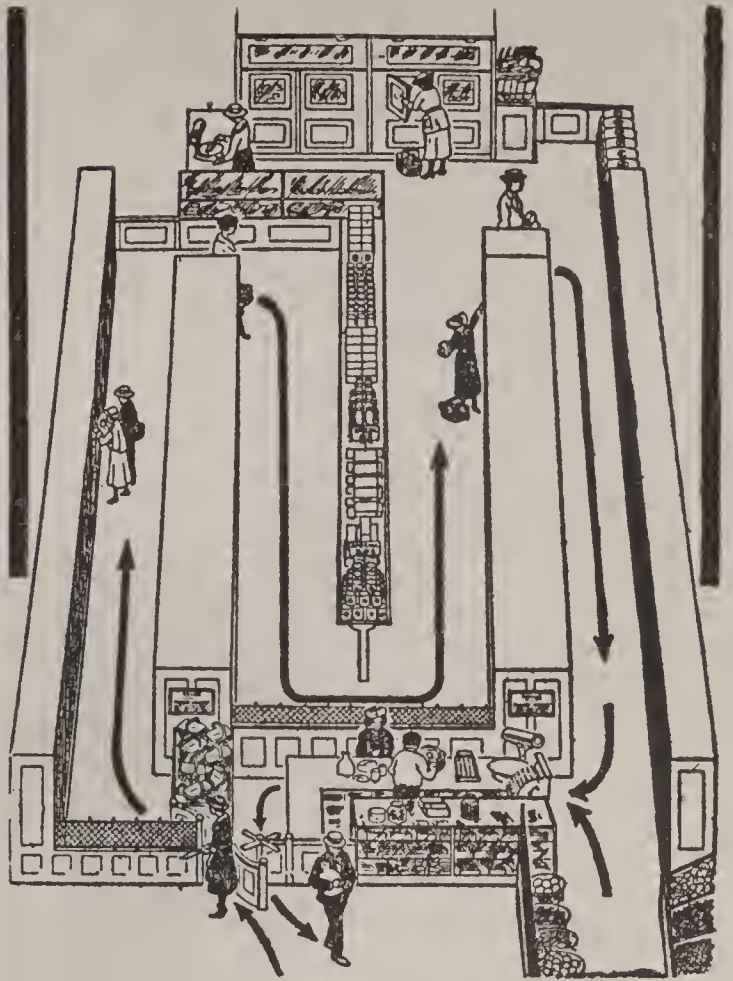
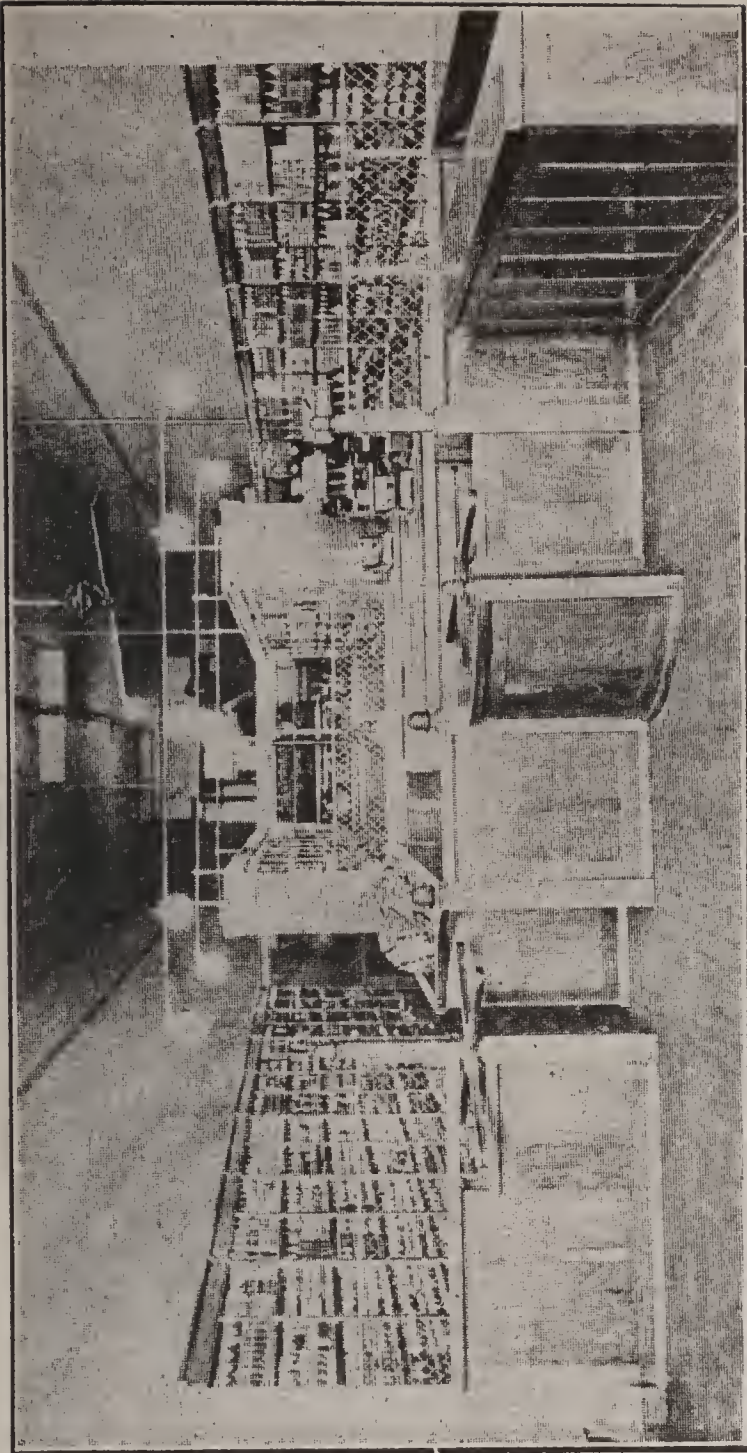


*Fig. 1.*



These two illustrations show the interior and floor plan of Zigg-Zagg stores, a combination self-service, service, credit and delivery, cash and carry system. Nos. 6 and 7 indicate the counter service department. Nos. 11 and 12 are the turnstiles leading to the self-service department. No. 10 is the cashier's desk. The open shelving in the self-service department is indicated by Nos. 18-18-20-21. The space at the rear, indicated by No. 22, is the store room and room for making up delivery orders. No. 2 shows refrigerators, which are visible from the sidewalk. All the self-service shelving is visible from the cashier's desk.

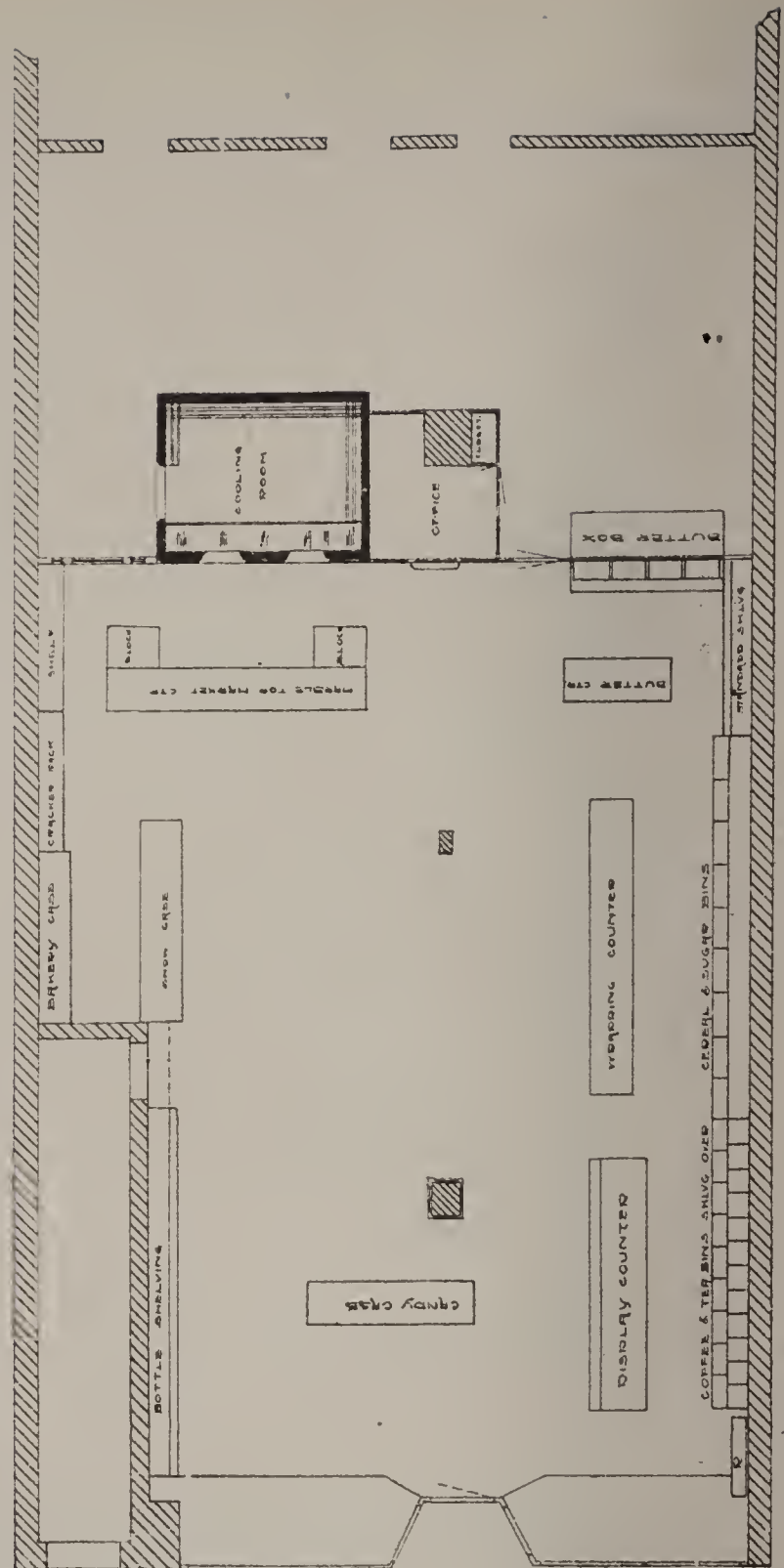
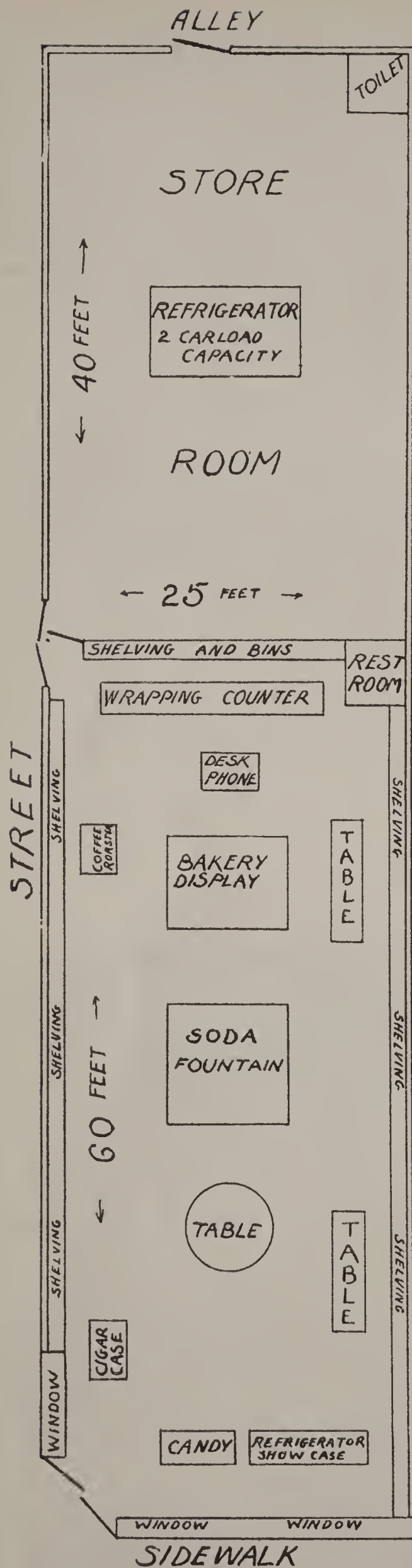




At the left above is an interior view of a Piggly Wiggly store. A design showing the floor plan is above at the right. Below is a view showing the interior of one of John R. Thompson's self-service stores which are located in Chicago.







PLAN OF STORE  
C. H. MORGAN & CO. - CHICAGO  
SCALE 1/4" = 10' DEPT. 1, 12  
CHICAGO ILL.

Two distinctly different types of stores are illustrated. In the long, narrow type, the spacing is particularly attractive and effective for the efficient handling of business. It permits of ample storage space in the room to the rear, where all of the actual work of wrapping packages and preparing of merchandise in advance is taken care of. In the smaller plan is pictured one of the stores of C. H. Morgan & Company of Chicago, and because of the importance of the store and the amount of business transacted is worthy of careful study.









## PART TWO

### Window Displays and Trims

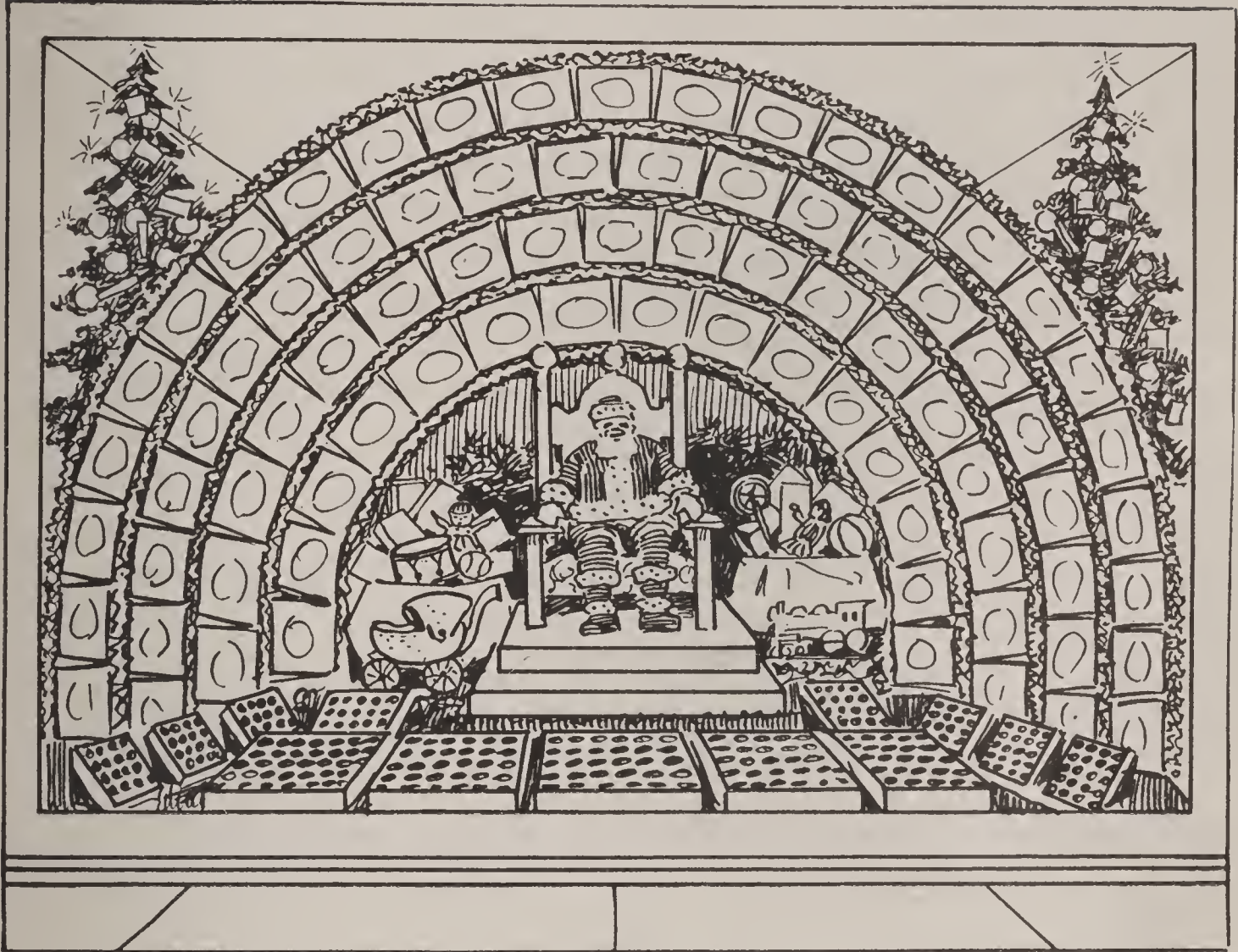
*Practical Window Display Suggestions for  
Food Products for All the Holidays and for  
All Occasions.*





## CHAPTER ONE.

### Trims for All Holidays



*A Display for Old King Santa Claus*

**T**HE Christmas window is perhaps one of the most important of all the displays throughout the year. People are in a festive mood and their thoughts turn to what to buy for gifts and to make the holiday season more happy. The weeks before Christmas therefore offer splendid opportunities to the grocer for displaying a large variety of goods and for appealing particularly to the quality loving instinct in everyone. Christmas windows can be prepared fully a month before Christmas and should be continued up to the last day.

During the month or more before Christmas itself, Old King Santa Claus rules supreme. Why not present him in your window? This first window is honored with the presence of the well known King himself, who sits on his throne sufficiently elevated to overlook the rest of the display. Four arches, the first one about eighteen inches back of the plate glass, the others graduated in distance until the back of the window is reached, are erected after being built of light lumber and supported by braces which are hidden from view. Boxes of Christmas goods are

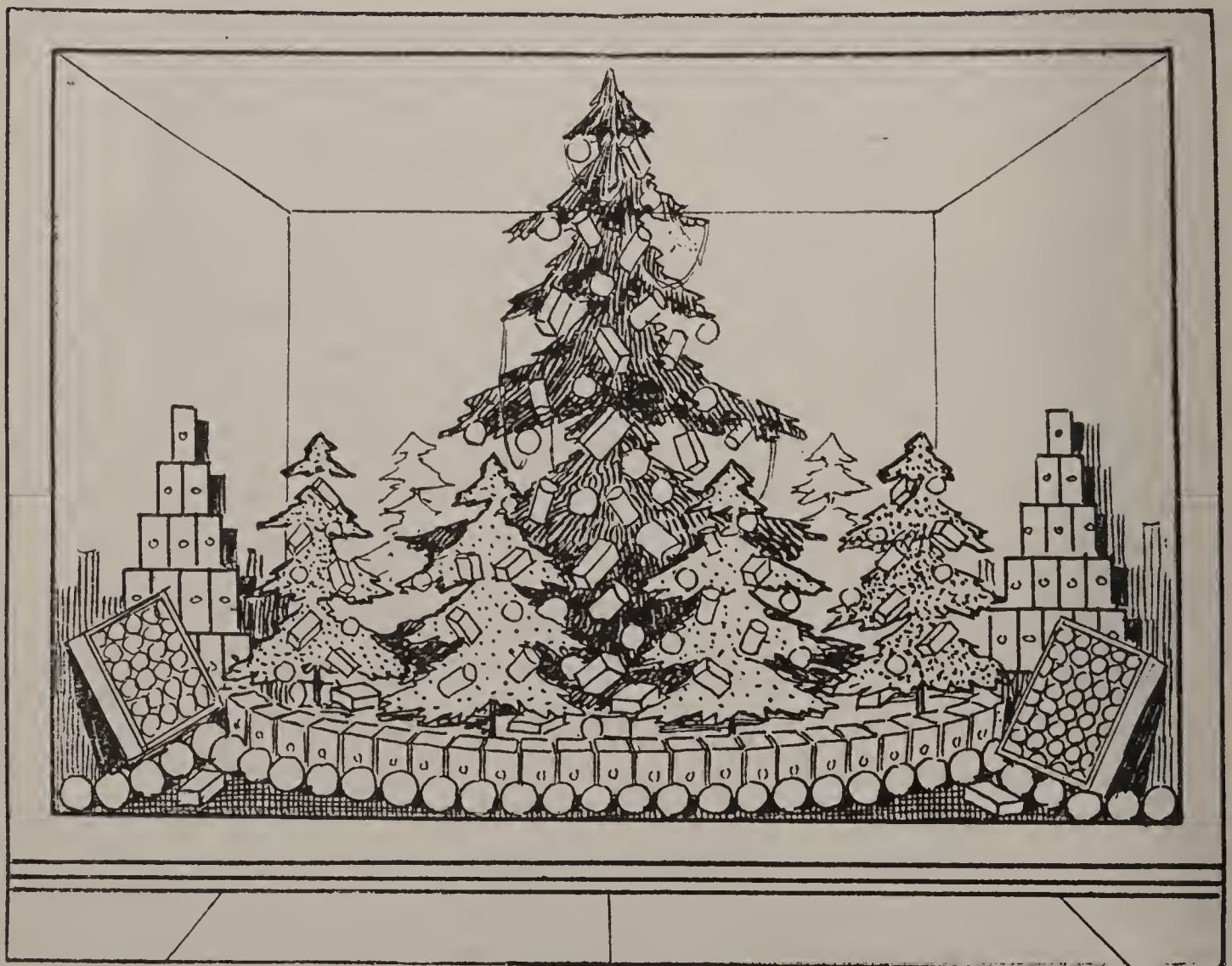


## The Grocer's Window Book

tacked along these arches leaving room both inside and outside of each arch for a border of evergreen. If the boxes used have white predominating the effect will be very pleasant although such a choice is not at all necessary to the success of the arrangement. Towering up at the right and left above the arches and at the window, are two Christmas trees decorated and lighted. At the rear of the window and in the center is a platform arranged with two steps supporting a large arm chair with the figure of Santa Claus comfortably placed. At the right and left of Santa Claus on the floor are very large sacks with toys overflowing from each. Back of the toys and back of Santa Claus' chair a high hedge of evergreen is built. This hedge is lighted with Christmas tree lights. Forward of this arrangement are large boxes of dried and candied fruits. Between the boxes packing is used as a decorator; the kind which comes in narrow paper strips of white and gold will give the best effect.

### *A Window for Christmas Trees*

This Christmas display has a large circular revolving platform on the floor of the window. At the center of the platform is a large Christmas tree securely fastened and loaded down with Christmas packages, grocery goods being used and tied with baby ribbon, tinsel string, etc. Strings of popcorn and tree ornaments with plenty of electric lights should make



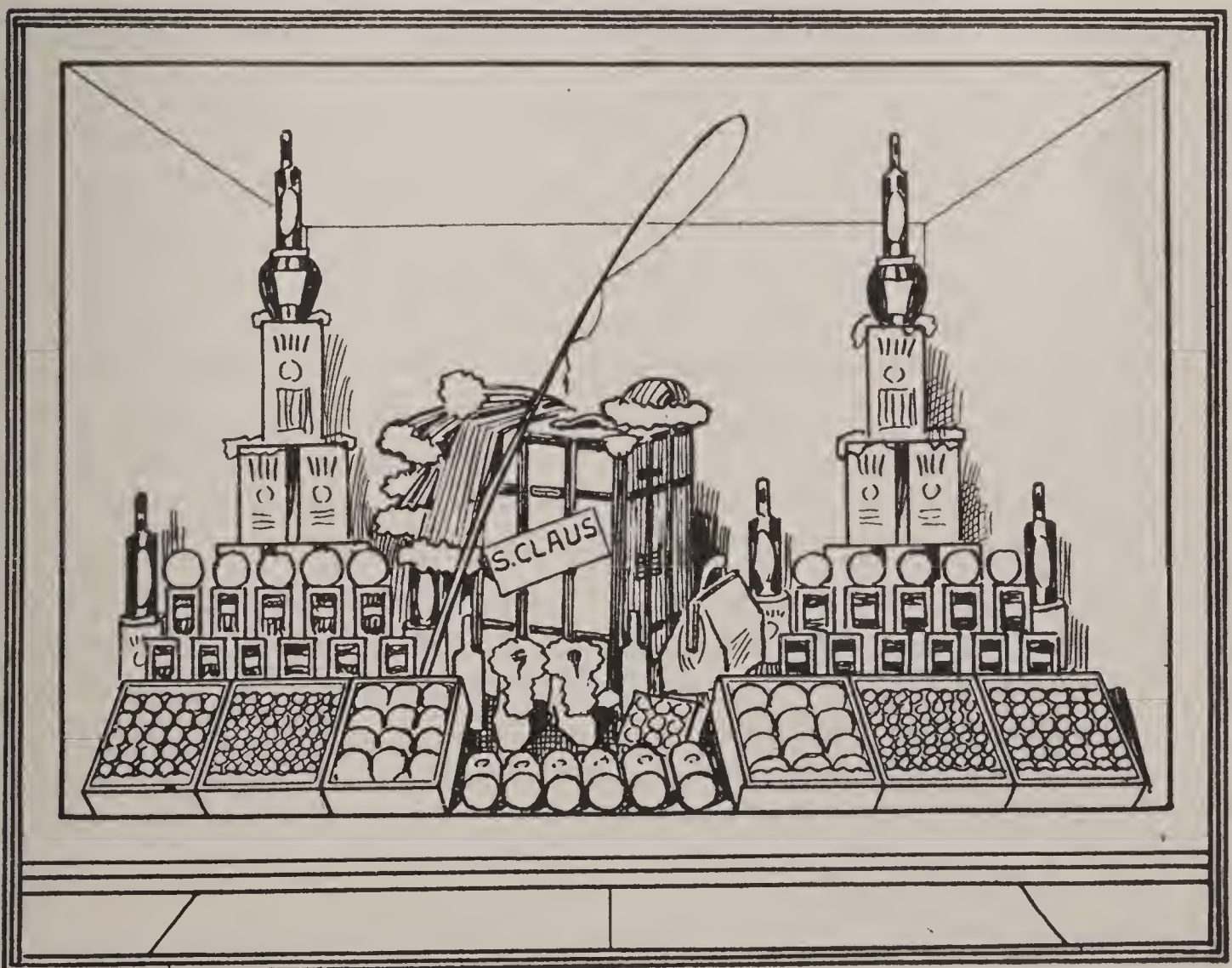


## Trims for All Holidays

the tree quite attractive. Around the edge of the platform and circling about the large tree are a number of quite small Christmas trees. These have small packages also fastened to them, oranges and bananas and apples being used generously. A circle of cartons along the floor hides the edge of the moving platform. A row of oranges circles about the carton and along the edge of boxes of evaporated fruit which are placed in each of the forward corners. Towards each of the rear corners are pyramids of cartons. The arrangement of connecting the electric wires to the revolving platform may be accomplished by using metal brushes operating on copper surfaces.

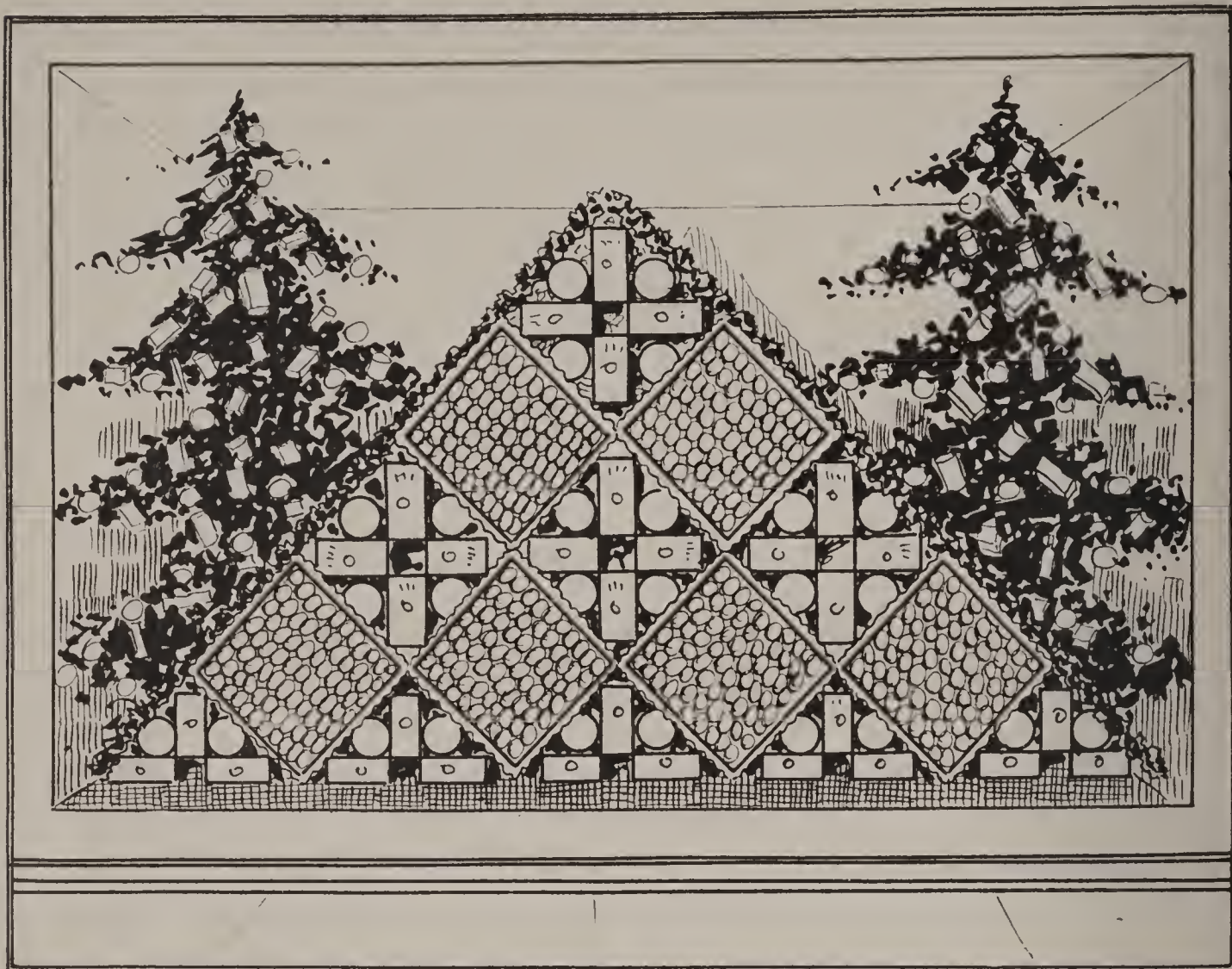
### *An Eleventh Hour Christmas Window*

Here's a last minute Christmas display idea easily arranged and attractive by its color and its arrangement of toothsome merchandise. In the front, boxes of fancy dried fruits neatly arranged bring results. In back of these may be placed cartons and bottles of seasonable goods. In the center Santa's trunk, coat, hat and whip are shown illustrating that he has settled down to do business in your store. The word "S. Claus" is shown across the trunk. The color of Santa's apparel lights up the display. The good effect of a window of this sort at present is obvious and will undoubtedly prove a good drawer of trade.





## The Grocer's Window Book

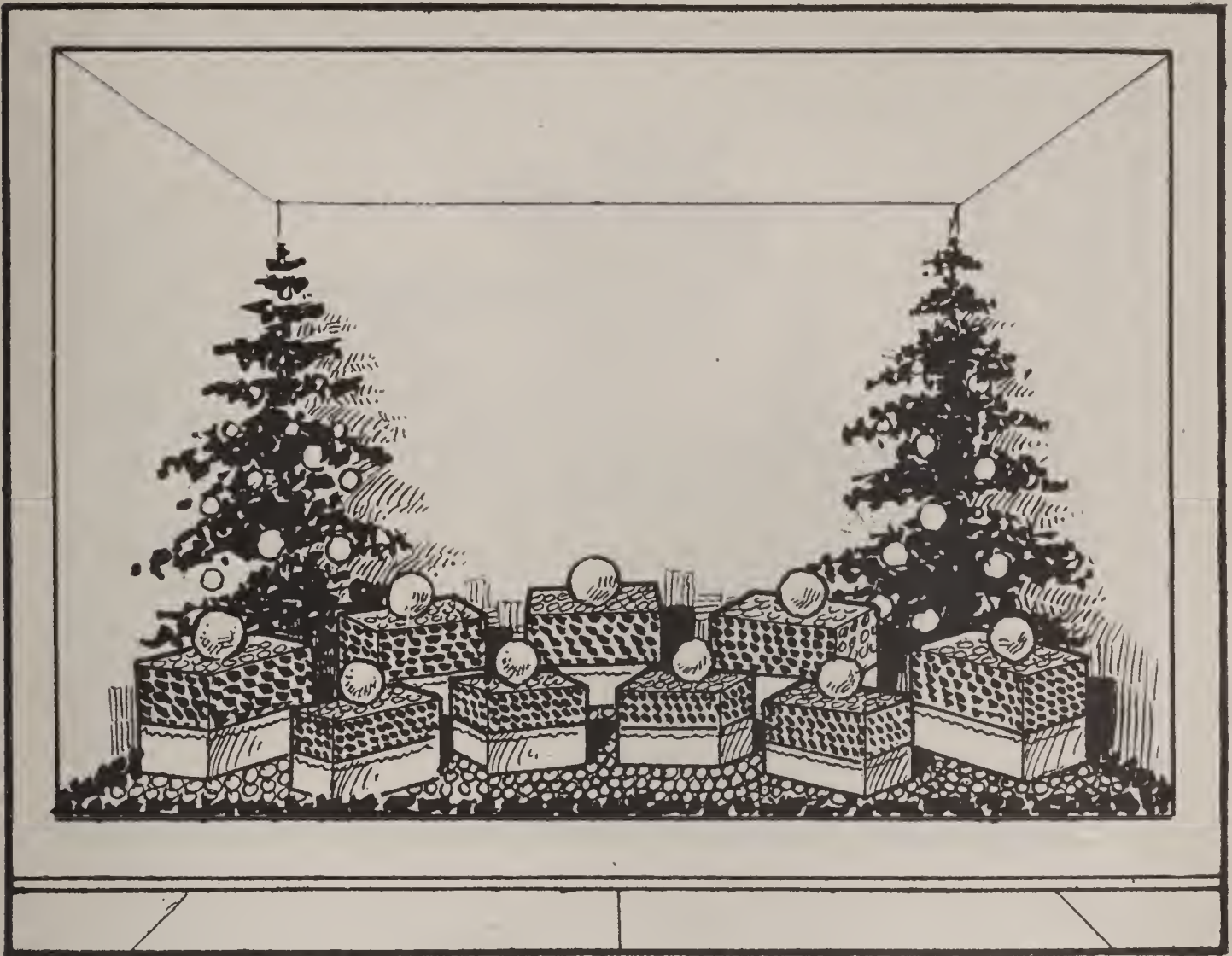


### *A Christmas Tree Design*

A large triangle built of lumber with its base extending across the entire width of the window and resting at a point about eight or ten inches back of the plate glass, slopes backward so that the apex rests against the background at the middle of the top line of the window. Large square boxes of evaporated fruit such as raisins, figs, dates, prunes and apricots with a border of paper lace around each one, are placed diagonally in rows as shown in the sketch, four in the lower row and two in the upper row. In the intervening complete squares, crosses are formed by using cartons, which are tacked to the framework or attached by means of wires. Within the angles formed by the cross, four round cans are placed. Along the floor line where the openings between the boxes of evaporated fruit are triangles, inverted T's are formed by the use of smaller sized cartons with circular cans occupying the angles thus formed. A border of holly of generous width extends along the two sides of the large triangle. Two Christmas trees, one in each of the rear corners of the window, are decorated with candy, oranges, small packages of figs and dates, stick candy such as barber poles, etc., nuts, popcorn strung from one bow to another.



## Trims for All Holidays

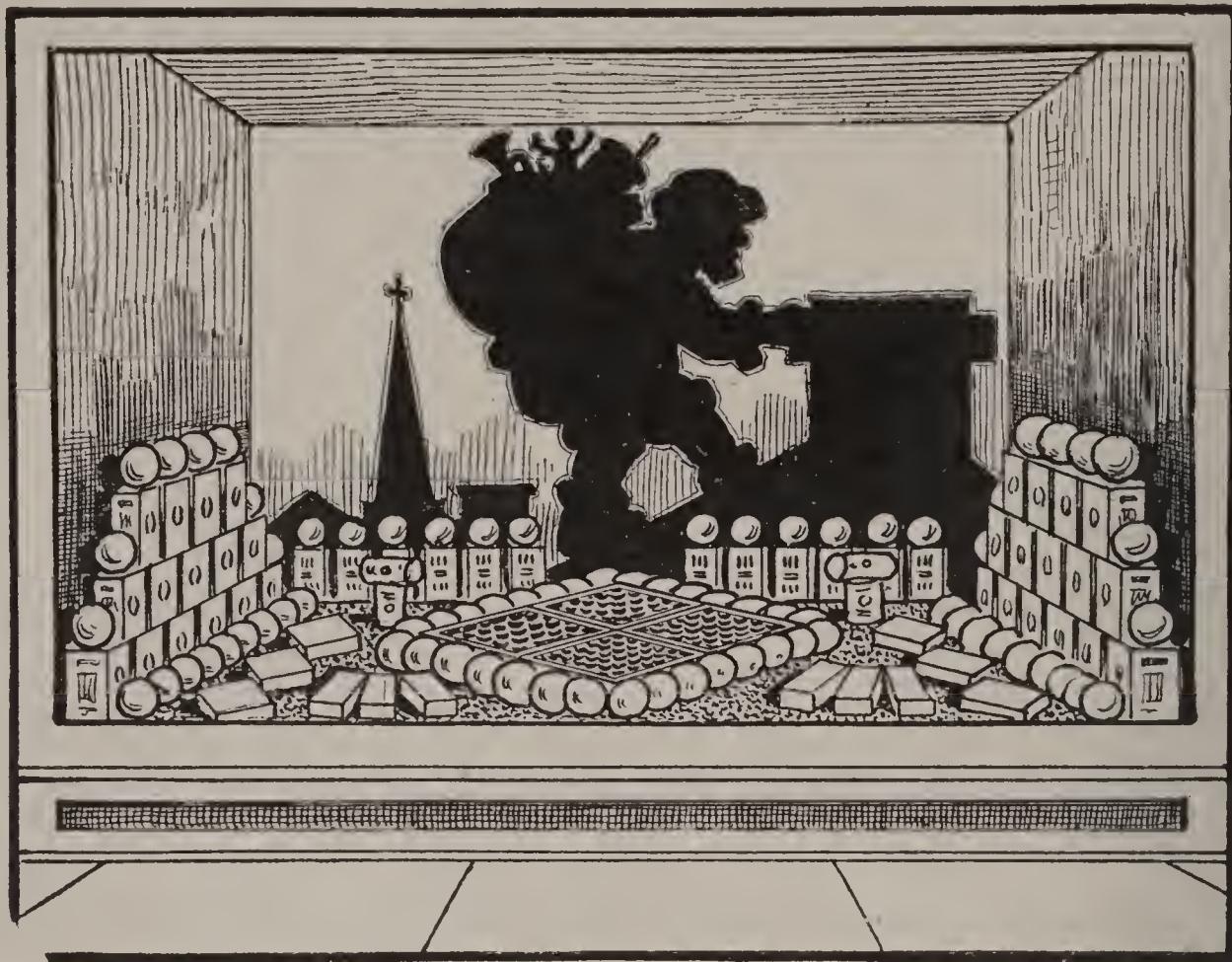


### *Featuring Christmas Dried Fruits*

At Christmas time all good foods are in order, but the fancy varieties and the choicest lines are the most rapid sellers and should be particularly featured at this time. The window display should tell a story. Foods thrown into a window in a haphazard manner carry no meaning, but the window with a story is the real salesman. Choice dried fruits are especially a Christmas seller.

Evaporated fruits, especially those which come in wooden boxes, such as apples, pears, peaches, prunes, apricots, dates, figs and raisins, may be used in the scheme represented herewith. The goods are very carefully removed from the boxes so that they remain in a solid cake, perfectly intact. The box from which the goods have been taken is now covered with white paper. The solid cube of evaporated fruit is now slipped onto the box, which has already been turned upside down. Lace paper is tacked around the edge of the box where the fruit meets the box. A line of boxes of this kind circles about the window from the left forward corner. A smaller semicircle made up of smaller boxes is arranged within the larger circle. The remaining floor space is now covered with English walnuts bordered with holly. Two small Christmas trees, one in each of the rear corners of the window, are decorated with oranges, apples and Christmas ornaments, and oranges are placed upon each box of dried fruit.





*Santa Claus in Silhouette*

The background of this rather unusual Christmas window is covered with white sheeting or bunting. A silhouette Santa Claus climbing over the roof of a building to the chimney is painted on the bunting with black paint, or it may be cut out of black paper and carefully pinned to the bunting with black pins.

A placard lettered "Coming Events Cast Their Shadows Before" is hung or placed in a prominent position. This feature is sure to make a hit with the children. In front of this background the floor display is built.

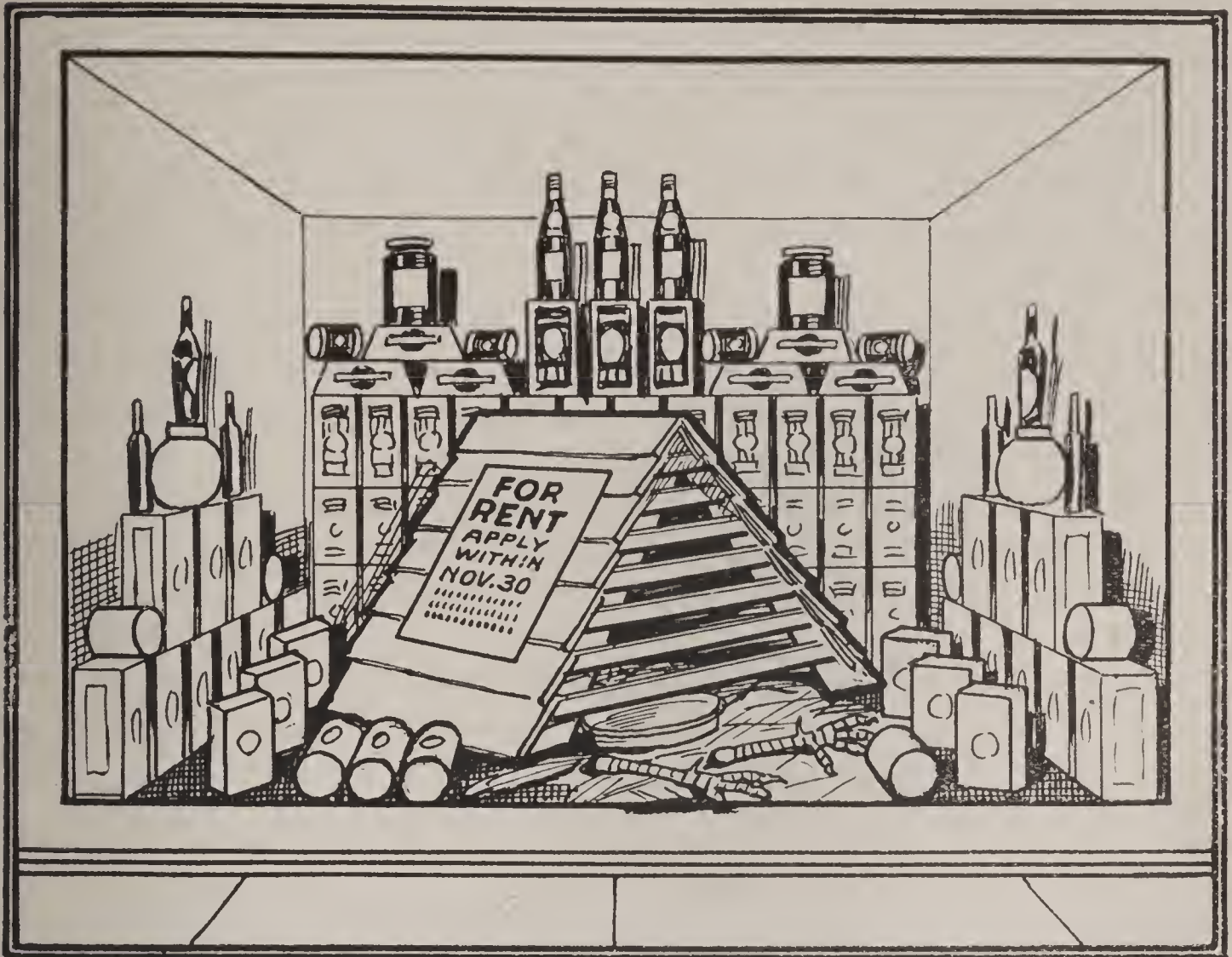
Four boxes of figs are placed diagonally in the center of the window and bordered with oranges. Truncated pyramids of raisin cartons are also run along the back wall and topped with oranges. The entire remaining floor is then bordered with oranges and nuts, upon which boxes of candy and dates are arranged in conventional form.

### *Wanted—A New Tenant*

At possibly no other time do the various lines of food products receive so much attention as around the festival occasion known as Thanksgiving. Displays sell more and now is the opportunity to profit by bringing goods to the front window so that the trade may become acquainted with the appetite appeasers. The window is the medium for bringing the customer and the groceries together, for the majority of sales are the result of vision. Do you see!



## Trims for All Holidays



A brand new chicken coop of the old popular inverted V shape is built from new boards and placed in the window, fresh straw being scattered inside just in front of it. A pan of white enamel ware is partly filled with water and slid partly inside of the coop along the line of the old established rural custom.

A couple of turkey feet are tossed on the straw and a supply of attractive turkey tail feathers are scattered about. A sign is lettered and tacked on the outside of the coop to read "For Rent, Apply Within on or About November 30, 1923," with anything else which the merchant may find it convenient to say to the prospective customer.

Pyramids of cartons of tapioca are built up at either end of the window with jars of mincemeat, bottles of catsup and olive oil topping the same. A wall of gelatine cartons is built up at the back topped with plum pudding cans, jars of honey and bottles of catsup. Space for a few more cartons and cans conventionally placed upon the floor will make it possible to display some gelatine cartons and cans of soup.



# The Grocer's Window Book

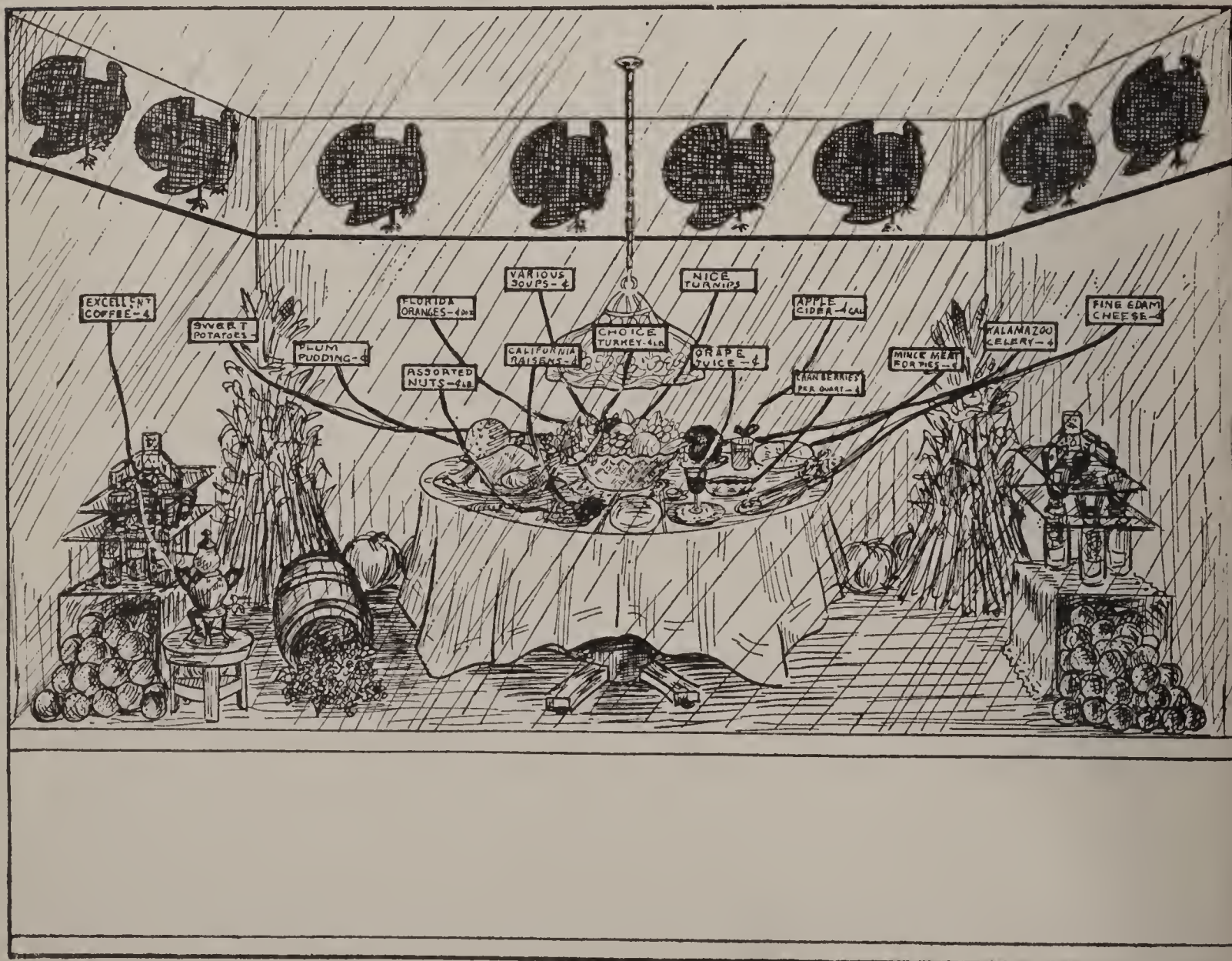
## Thanksgiving Menu Suggestions

Thanksgiving comes but once a year, and with it a wonderful harvest and a feast the best that the housewife can prepare. What is more logical than that the grocer should go the limit in showing the delicacies he has in store for the consumer and in making it easy for the housewife to prepare that meal?

A table, spread with delicacies as a Thanksgiving menu suggestion, is the central piece of this display. Baby ribbons running from the various goods shown to cards giving prices and pasted on the glass, connect the items with the prices and the eyes of the passer-by.

The idea is not a new one, but can easily be adapted to the grocers use. A satin damask table cloth, bright silver, and some attractive dishes and cut glass from the stock in the china department complete the equipment.

A papier-mache turkey on the platter will serve as the piece de resistance very well indeed. The other foods may be taken from stock, and the more inviting the products shown, the better the pulling power of the window will be.





## Trims for All Holidays

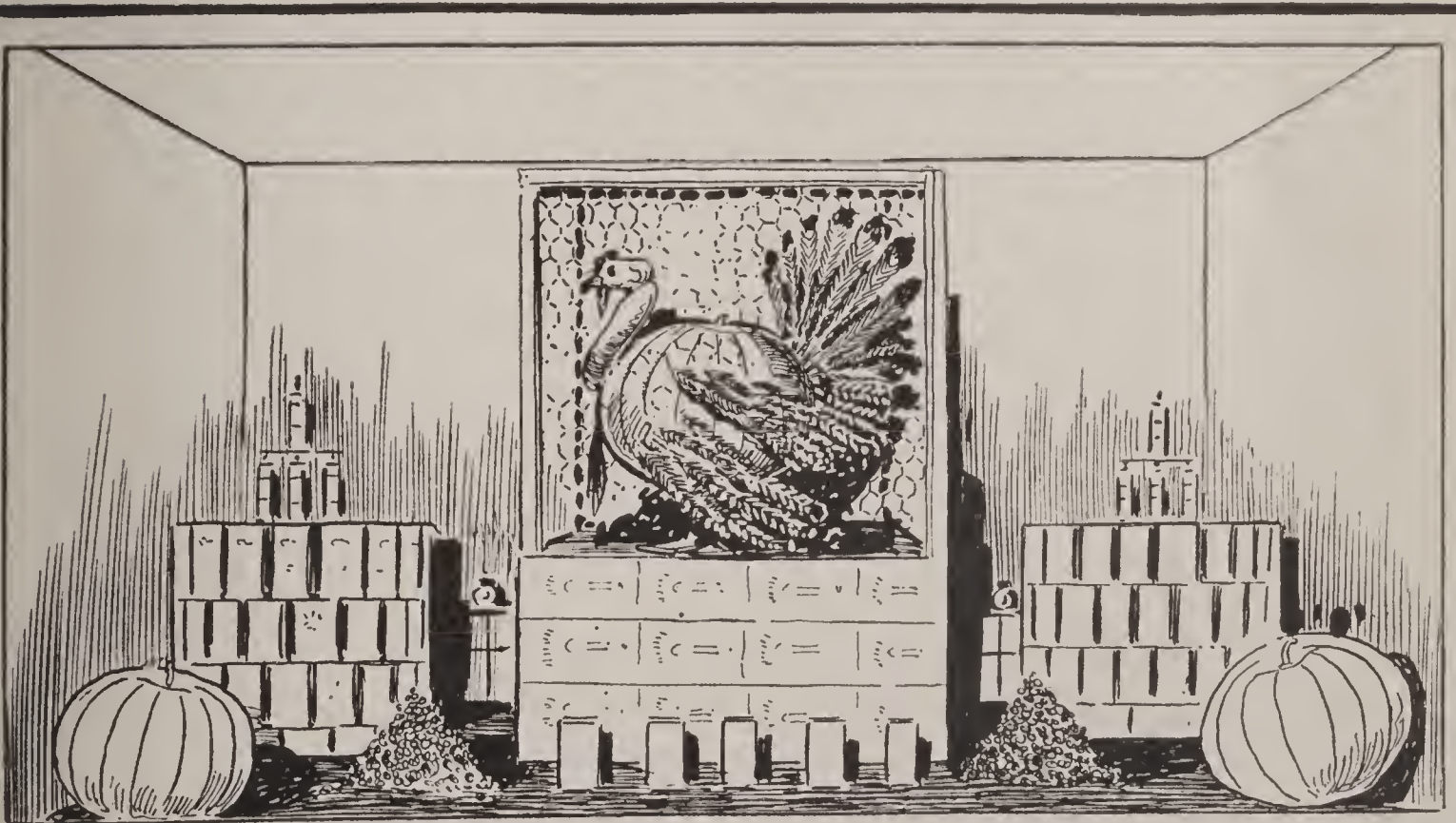
In the other parts of the window may be shown practically all the items which go to make up a delightful dinner. Boxed apples and dried fruits, grapes, grape fruit, oranges, preserves in glass, and a background of suitable canned foods, displayed to good advantage, complete the food requirements of the window. This display is very satisfactory and is not so difficult to construct.

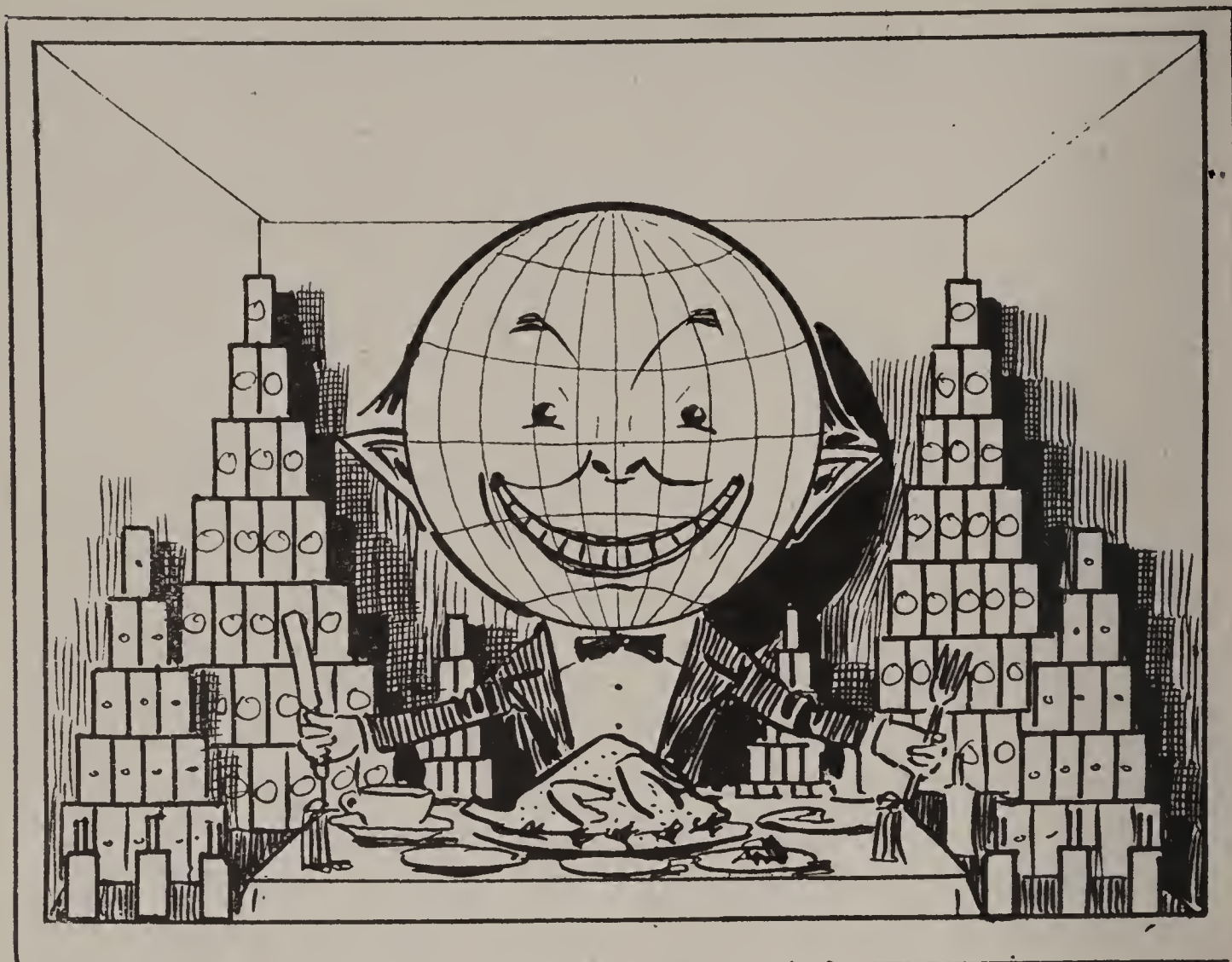
### *Fattening the Thanksgiving Turkey*

A home-made turkey is the feature of this unusual Thanksgiving window. Of course it might be easier to put in a live bird, but everyone else will do that and the aim of every window trimmer should be to do something different. The extra effort and work will be well repaid.

The body of this fowl is made of a large yellow pumpkin. The spreading tail consists of genuine turkey feathers stuck into the pumpkin. The neck is the neck of a long, yellow squash, and the head is a common potato with cranberries for eyes and a piece of red flannel for a comb.

The wings—or wing as only one side of the bird will be visible,—is also made of turkey feathers, and stick down, giving the bird the appearance of strutting. The coop adds a touch of realism which suggests that you are fattening the bird for the special feast of your customers.





### *An Unusual Thanksgiving Window*

As the world is sitting down to Thanksgiving dinner, the idea is pictured in the window where a large white wooden chopping bowl is used to represent the head and face of the world. The bowl is placed against the back wall, bottom out. The meridians and parallels are lined in on the bottom of the bowl, the eyes, nose and mouth are painted in as suggested in the sketch with a merry and gleeful expression such as would justify the sight of an old-fashioned Thanksgiving dinner. The ears are made of paper with the points well out at the top and colored as nearly like the rest of the bowl as possible, which, by the way, should have red cheeks, red lips, but not too red a nose. The figure below can be built up on a light lumber framework and stuffed with excelsior or paper over which the clothes are arranged. Gloves are used for the hands, the knife and fork being placed as suggested, ready for instant use. The table is now set before the figure, covered with an immaculately white tablecloth, a real or imitation roast turkey with all the garnishing features, etc. In the two rear corners are high pyramids, while just forward of each are two more smaller pyramids. Along the background, just inside of the two high pyramids are two quite small ones. Some bottled goods are shown in the foreground. Mincemeat, raisins, pumpkin, cranberries, etc., should be displayed in the arrangement.



## Trims for All Holidays



*Thanksgiving Harvest Display*

The window shown in this drawing is typical of the season and the general arrangement can easily be followed, and should be adhered to, as facility of preparation is in its favor.

Place the barrel of apples in the center of the window in the position of pouring out its contents as shown. This feature of introducing into the window prime fresh fruits in its original package is one that the successful stores of the large cities always find to be an attracter of trade. Pumpkins are used in the display as shown, and at the back of the window cornstalks form a background. Cereals in their place with various packaged foods finish the desired touch.

*A New Year's Resolution Window*

The New Year should always be remembered with an appropriate window display. New Year's is a time for making good resolutions. Carry out this idea with a resolution to improve your window displays throughout the year, and for a start, here is an idea for a New Year's window.

A window that is not difficult to construct is this resolution book display. The book may be made a size to fit the window. The method of construction is shown in the smaller illustration in the upper right-hand corner. The book is built from light lumber.



## The Grocer's Window Book

When the frame is complete, string tape across the openings to support heavy paper that is to be pasted on to represent the leaves of the resolution pages. Then with this paper—which, by the way, may be obtained from the local printer, if you do not have it in stock—the book will be ready with the exception of the edges. Raisins may be pasted on the edges to give the appearance of marbling.

The wording may be to suit the occasion. For instance, "Resolved, That the year 19— will bring to the customers of this store an unexcelled service which will warrant the patronage for another year."

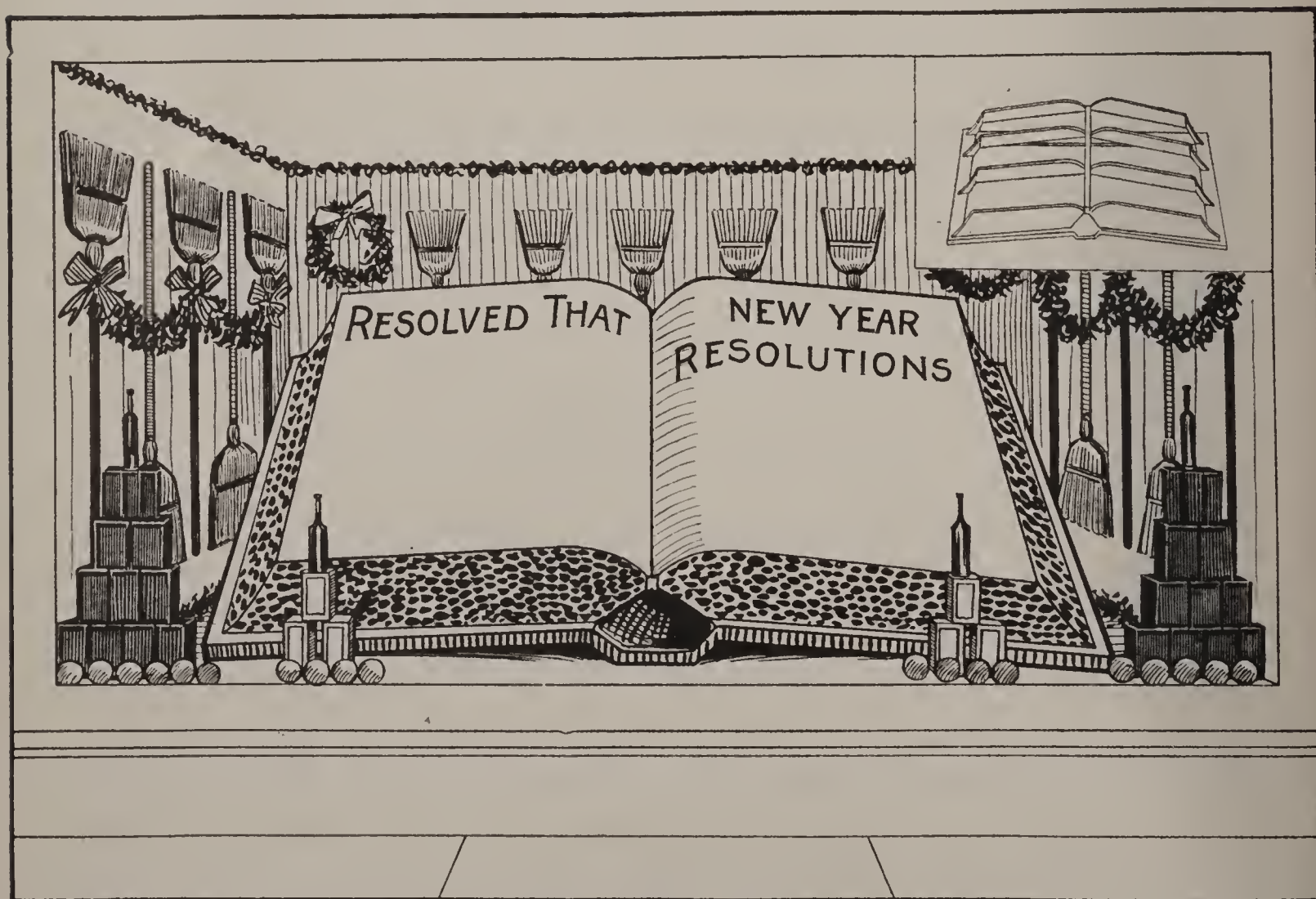
Or, "Resolved, That John Smith & Company appreciates the friendship of its customers and during the year 19— will continue to serve them better, if possible, than during any previous year."

And in the other sheet may be written some of the improvements that will be instituted during the year.

The new brooms, the holly decorations, the cartons and bottled goods, with a little fruit, complete this window.

To the dealer who wishes to go into the matter a little bit more elaborately, the pages of the book may be covered with glue and the words made up of nuts, coffee, rice, or fruits, and lettering worked out in the articles themselves by placing them on the glue.

"Happy New Year," or "19—" may be worked out by an arrangement of the coloring in the articles displayed. For instance, in a body of almonds or English walnuts, the words will stand out in Brazil nuts. Or, if rice is used, coffee will bring out the words.





## Trims for All Holidays



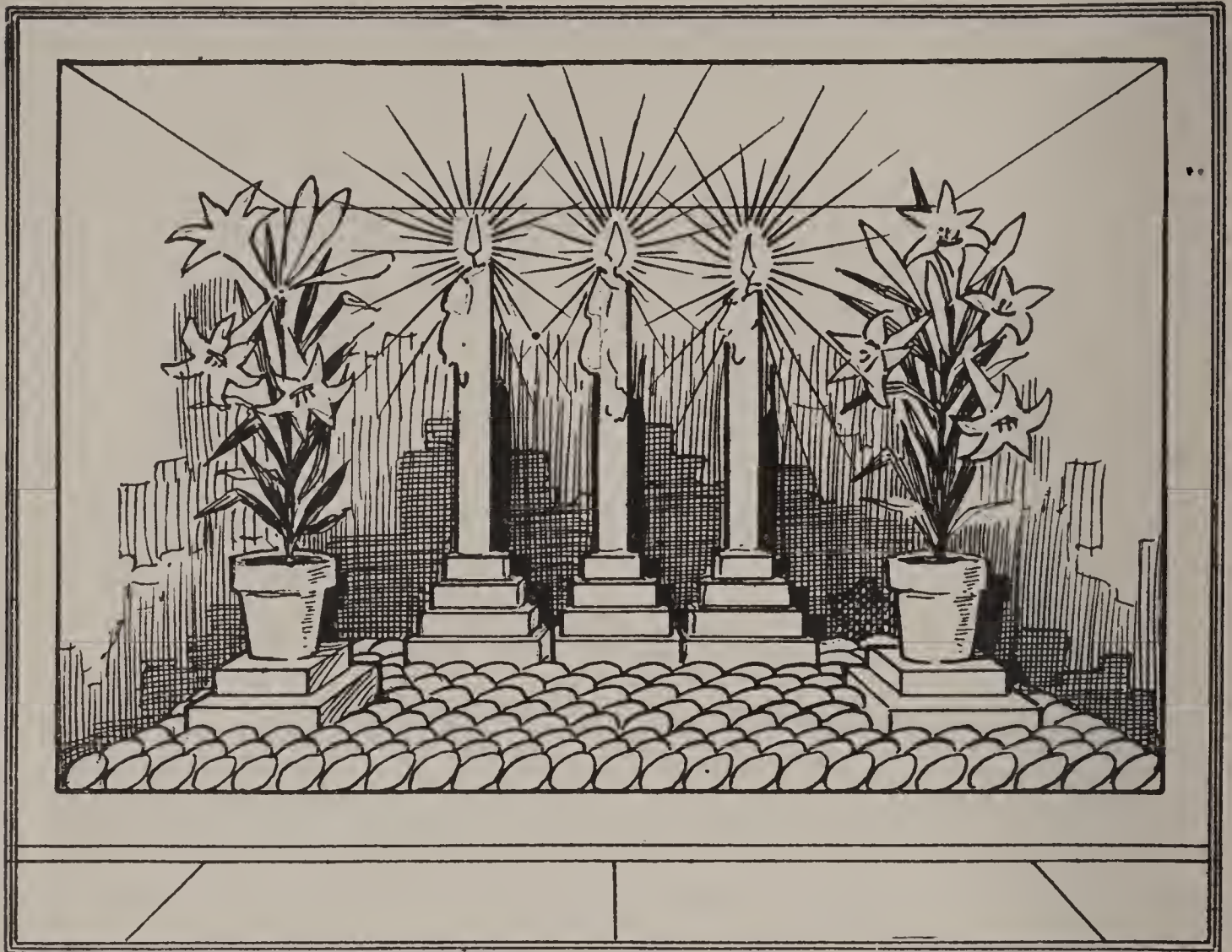
*Unusual New Year's Horn Window*

The background of this window is covered with evergreen foliage upon which the words "Happy New Year" are formed with red apples. A border around the entire background is made of horns angled outwards with a large one in each corner and a very large one in the center pointing outward. At the rear of the window are two pyramids setting somewhat in from the edge and topped with bottles. Forward of these are two pyramids built of other goods each topped with a tin horn. At the back of the window on the floor is a semi-circular line of canned goods. Just forward of this line of canned goods is a pair of pyramids, also built of canned goods. Three large wooden boxes displaying candied fruits are placed near the front of the window on the floor diagonally. Between each two of the wooden boxes two cartons are arranged in a V shape. A third carton is now placed within the opening and tilted backward so that it is supported in an inclined position by the two cartons first mentioned.

### *Illuminated Easter Display*

The approach of Easter gives the retailer a splendid opportunity for using his ingenuity in making attractive displays. This rather unusual display should create attention, especially if left to light the way to the window at night after the store is closed.





The main feature of this window is a group of three lighted candles at the rear of the window. Genuine large wax candles may be used, or candles may be made by rolling up white cardboard over a curtain rod, gluing the edges and wrapping it with cord, which is to be left on until the glue sets, when it may be removed and the curtain rod slipped out. When these are so placed in the window that the crease in the paper is toward the back of the window the effect will be very good.

Candlesticks may be built by sawing square blocks from two-inch lumber. The largest block, ten to twelve inches square, rests upon the floor. On top of this another square block is placed whose dimensions are a couple of inches less, until four blocks are piled up, forming a sort of truncated pyramid, which steps in one inch at each joint.

A hole is drilled in the top block sufficient to comfortably take in the candle. A hole is bored through the four blocks at the center large enough to allow a porcelain insulator to be slipped through which electric wires are run to a small electric light, of say, 110 voltage, which is placed at the top of the candle.

A section of the curtain rod upon which the cardboard was originally wrapped is glued in place at the top of the candle and sawed off diagonally, a hole being bored through the center for the attachment of the small electric light.

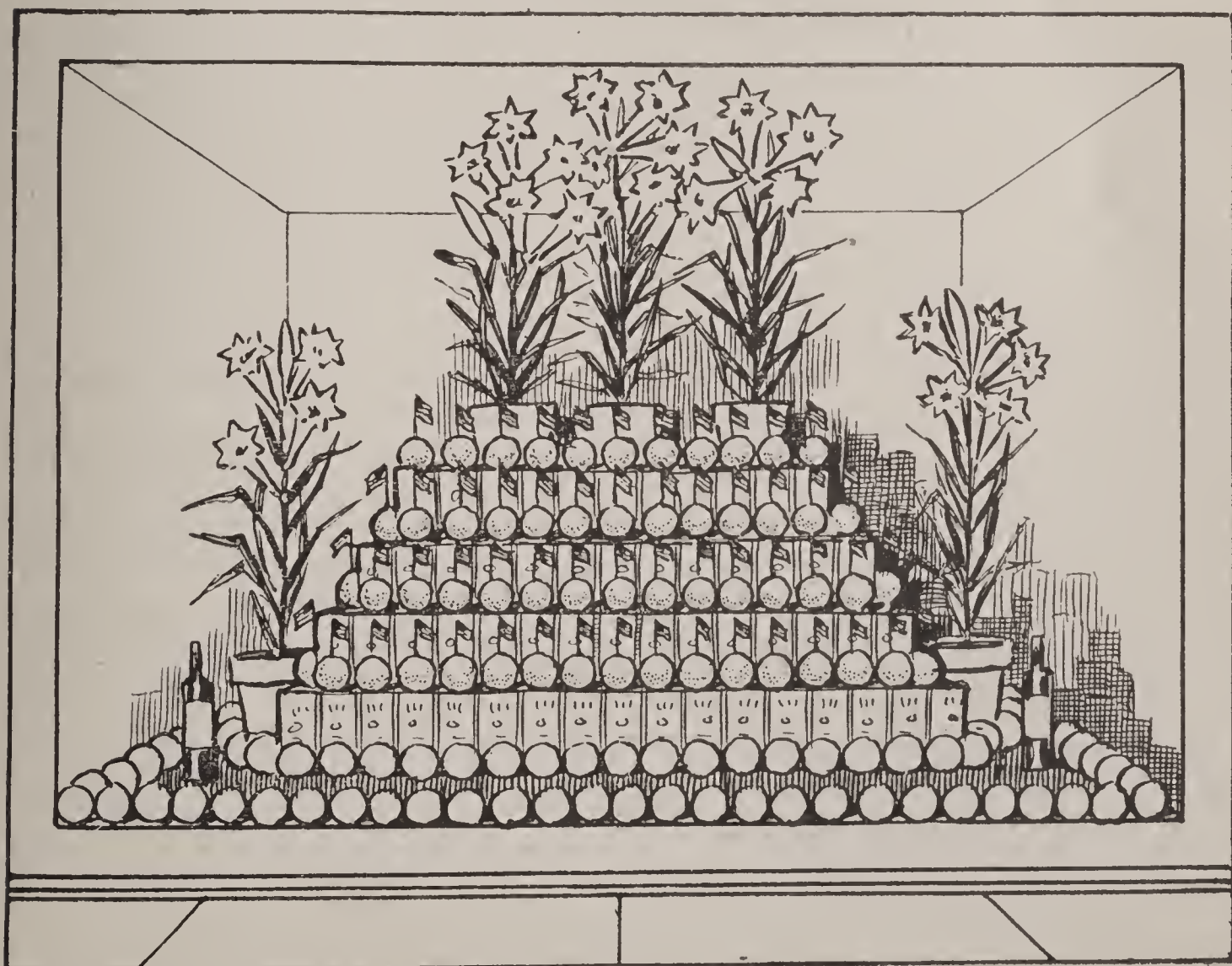


## Trims for All Holidays

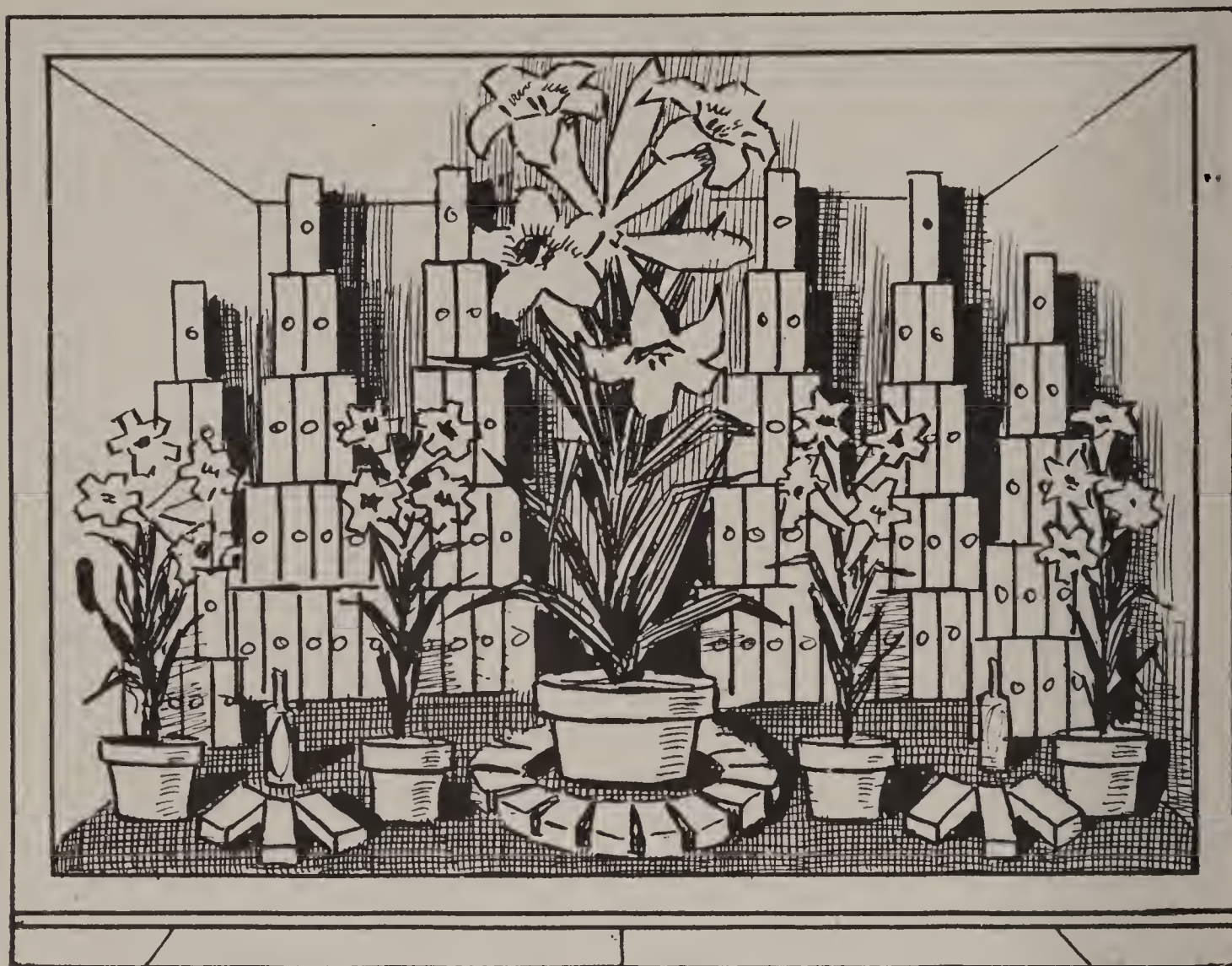
Two other block bases similarly constructed, but of a larger size and covered with white paper, are placed on either side of the window on which rests a flower pot covered with white paper and containing an Easter lily in full bloom. The floor of this window is then practically paved with eggs, care being taken to slant all the eggs exactly the same.

### *A Display for Easter Time*

The stock shown in this Easter window is mainly cartons of a small size. They are built up four steps high, beginning back some distance from the plate glass, building back toward the background, and commencing at either side within eighteen inches of the side wall, the cartons are built upwards and stepping in toward the center of the window. Oranges are lined up on the four steps thus formed and a tiny American flag floats from the top of each orange. Around the border of the floor is also a line of oranges which extends around the base of the cartons as well. The floor space within the boundary lines of the oranges is covered with rice. Three choice Easter lily plants are placed on top of the arrangement of cartons. One lily plant is also placed in each rear corner of the window. Plants should, of course, be selected with plenty of green foliage and the more lilies the better. Each pot is covered with gold paper. If it is convenient to show cartons of a green shade, it will be most fortunate for the color scheme of the window.





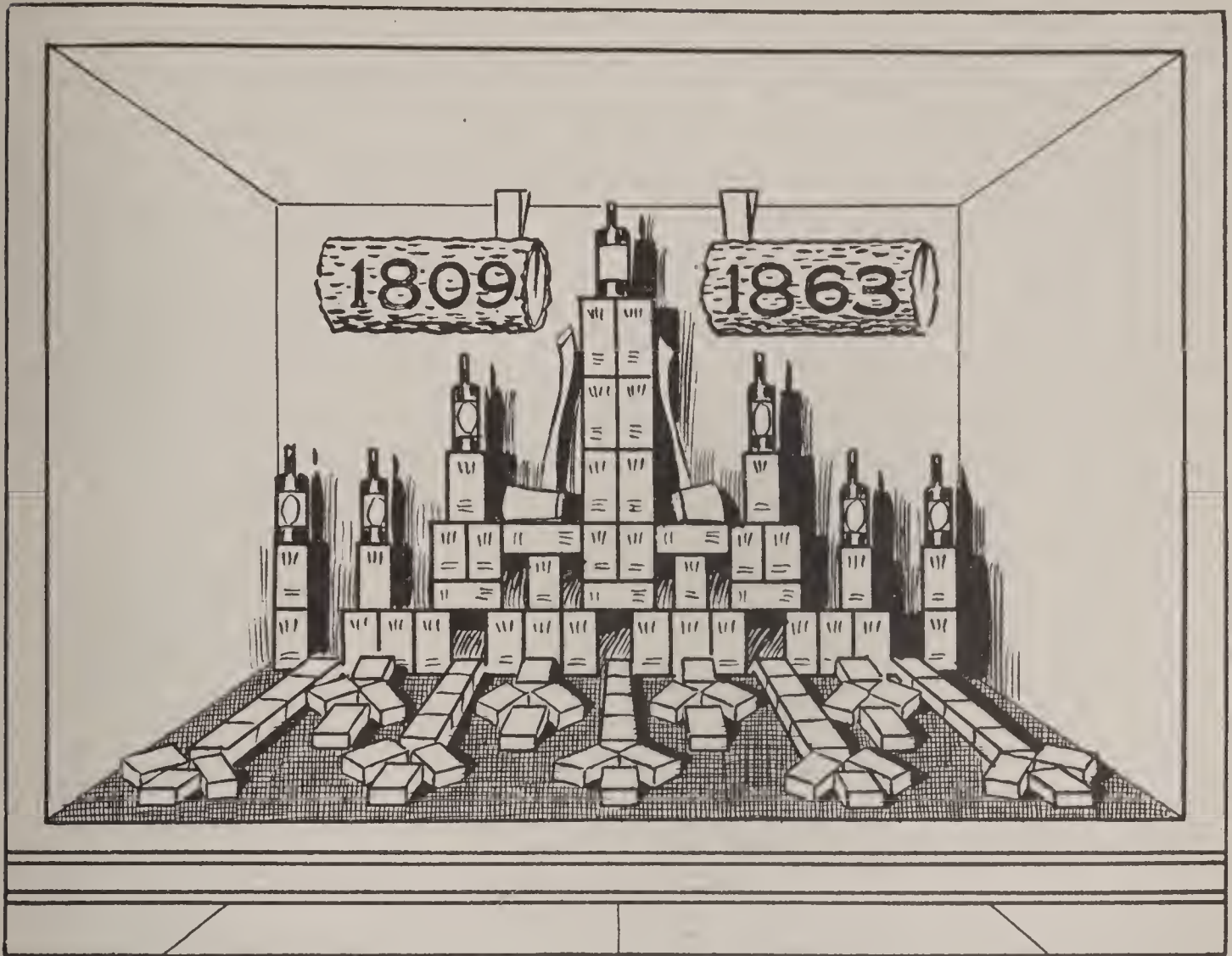


*The Easter Lily Display*

A large Easter lily plant made of paper is built up in the center of this window. The blossoms are made of white paper, the sections being used to complete the flower. These sections are free at the outer end and curve to produce the effect of the lily. To build the most effective representative of the plant it is advisable to have a good Easter lily plant at hand and to study it as the work progresses. Take a knife which is very sharp or preferably a razor blade and beginning at a point between two petals slice downward carefully to the base of the flower where it joins the stem. Repeat this between each two petals. The five sections thus produced will furnish a diagram of the pattern to be used in constructing the large flowers. A stick may be used for the stem or trunk of the plant which is covered with tissue paper. The leaves should also be carefully studied and the manner in which they are attached to the stems. The plant is built up from a large pot which sets in the center of the window. A circle of small cartons extend around this pot on the floor. A line of six pyramids extends about the rear line of the window. Four genuine lily plants in bloom are placed, two on either side, with fan-shaped arrangements of cartons between them.



## Trims for All Holidays



### *A Window for Lincoln's Birthday*

This window is designed in honor of the birthday, February 12, of Abraham Lincoln, the great war president and railsplitter. The floor of the window is covered with crepe paper of a shade which will harmonize well with the cartons which are used. A unique arrangement of cartons upon the floor consists of lines running from groups of three toward the rear wall of the window. These are spaced apart evenly and conventionally, the long lines leading from groups quite close to the plate glass, while the short lines which are spaced between the long ones connect with groups about half way back in the window. A pyramid of cartons is constructed against the back wall. The arrangement as shown in the sketch is quite broken and irregular, terminating in a column made of a double line of cartons which extends from near the floor to the greatest height of the display where it is topped by a bottle. Bottles are placed upon other topmost cartons to produce the effect of pinnacles. A couple of axes are arranged conventionally with their handles resting against the main column. Hanging near the top of the window and at either side of the main column are small sections of limbs of trees into which wedges have been driven, partly splitting them and upon which are lettered the dates "1809" and "1863."



# The Grocer's Window Book

## *Lincoln Window Timely Display Feature*

A window designed in honor of the memory of Abraham Lincoln is shown herewith. It is safe to say that the interest in our war heroes is greater now than ever as a result of European conditions. A portrait of Abraham Lincoln is hung on the rear wall of the window and two American flags are crossed and draped below it.

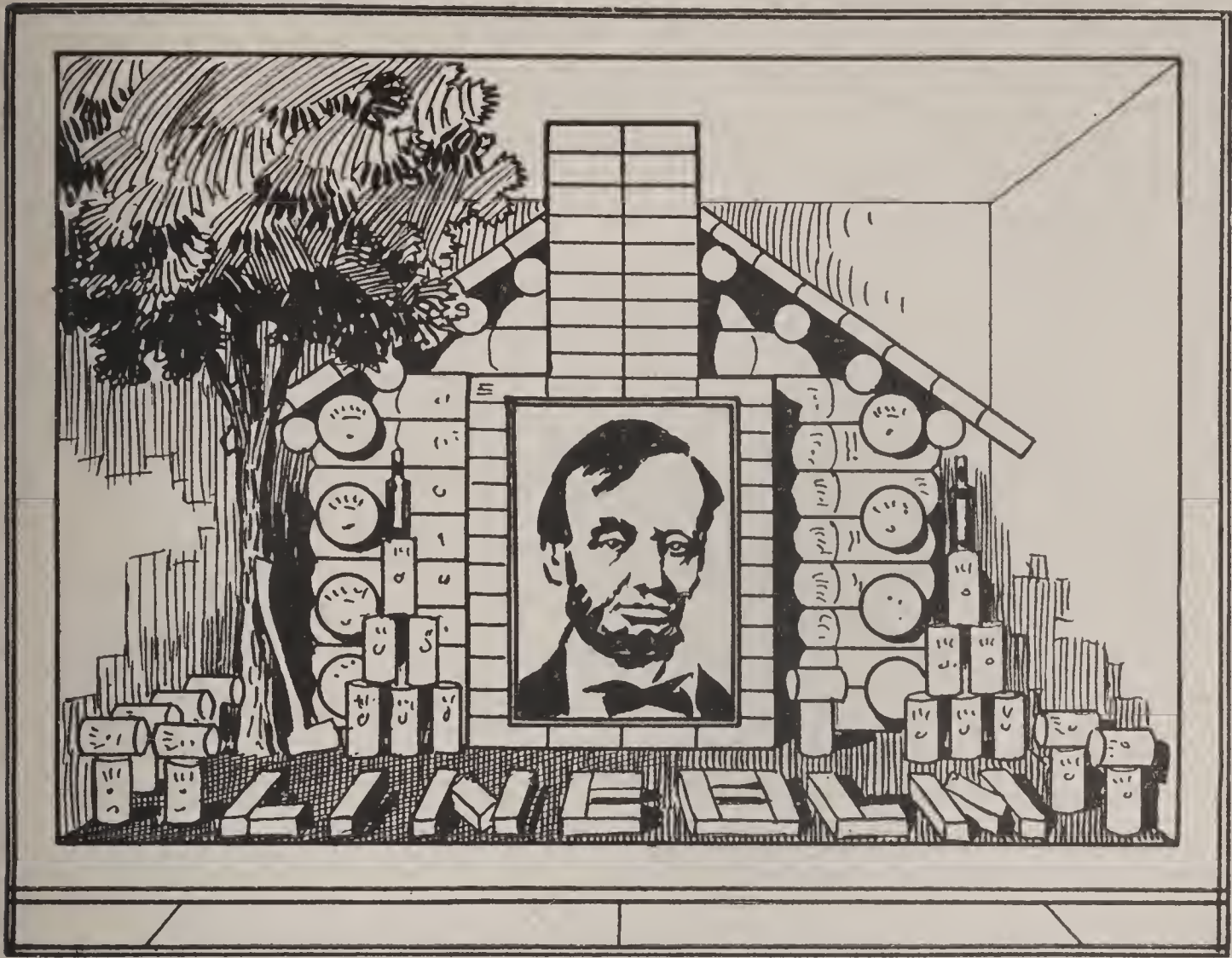
The general lines of the display are so constructed as to lead the eye immediately up to the portrait which hangs well above the goods. With the right rear corner as a center, describe the arc of a circle on the floor by means of a string and a piece of chalk, the line to lead from the forward right hand corner of the window to the rear center.

Along this line canned goods are arranged carefully to form a perfect curve. Another curved line of cans is similarly placed, leading around the left hand side of the window. In each rear corner a quarter pyramid is built up of canned goods. These cans also are arranged in circles. At the top of each pyramid is a glass jar of preserves. Other small cans are conventionally arranged in the V-shaped space formed in the forward part of the window.





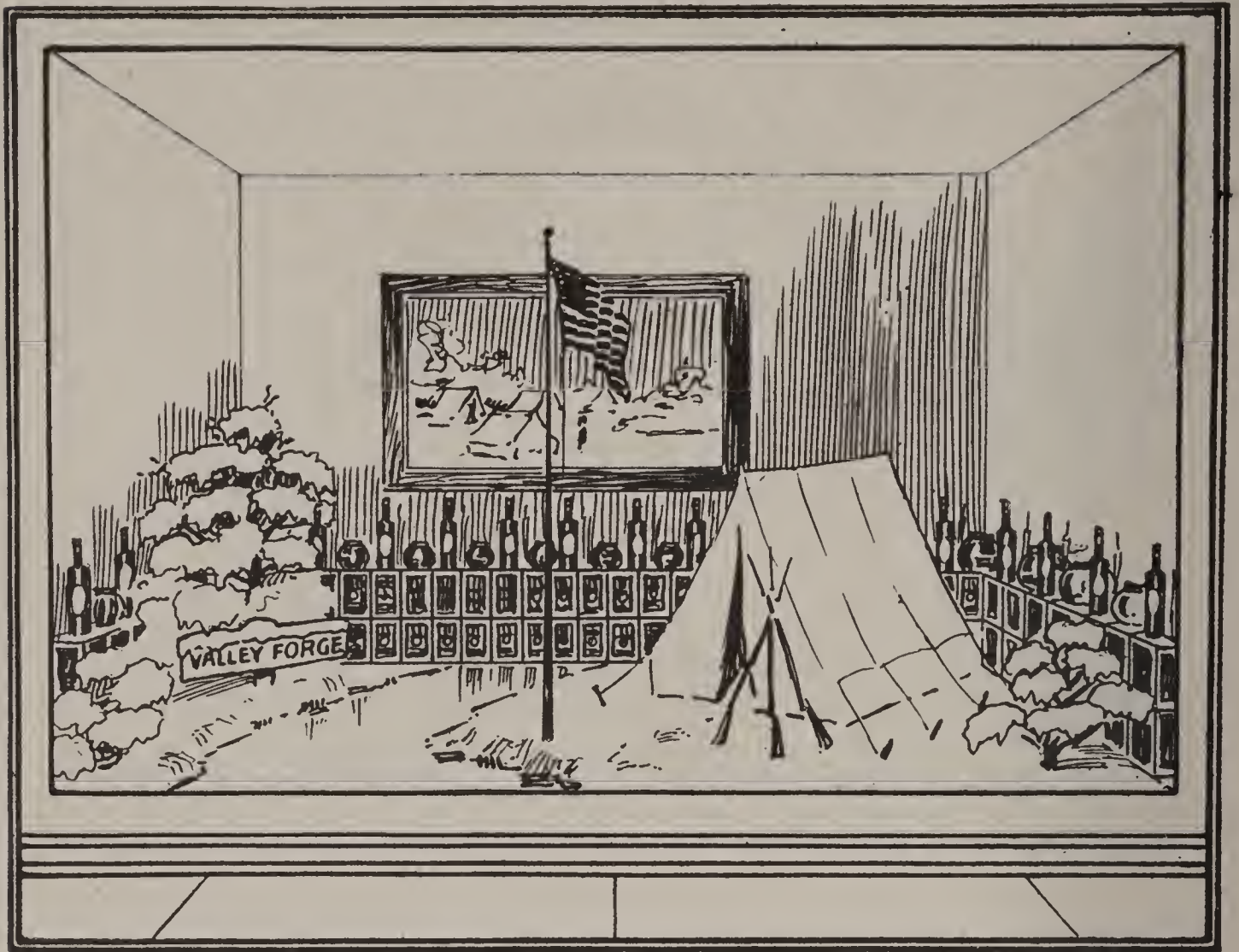
## Trims for All Holidays



*The Lincoln Log Cabin Window*

An attractive window display honoring Lincoln can be made as suggested in this illustration. A miniature log cabin can be made with heavy cardboard or light boards. If the window in which this display is to be arranged has no great depth, the log cabin should be painted on a heavy cardboard and thus the same effect can be obtained. At one side is placed a large tree branch with an axe at one side of the cabin. A large picture of Lincoln is rested against the side of the cabin. Cartons of convenient size are used to spell out the name Lincoln in the foreground. Small stacks of canned or packaged goods can be arranged conveniently around the cabin to complete the picture.

The foods used in this picture should add to the story that is told by the display. Every window display should tell a story, should convey a thought. The display can and should be arranged with this in view. Suitable goods to be used in this display would be staple foods, such as would be used by Lincoln, foods which represented sound good values. A sign might be used to help put this idea over.



*Camp Scene for Washington's Birthday*

A window display commemorating an epoch of history is a timely setting for observing Washington's birthday. This picture recalls to mind the days of Valley Forge, so well known to all. A wall of carton goods around the three sides of the window is topped by bottled goods and preserve jars. A small sample tent is pitched at the rear right-hand corner of the window.

A liberal supply of cheap cotton is used to give the effect of snow on the ground. An evergreen tree of small size in the rear left-hand corner should be well covered with snow. A sign "Valley Forge" in front of the tree should be also well covered with snow.

A break in the snow shows a stream which flows toward the front of the window—it may be made of mirrors laid face up on the floor. Spots of snow carefully arranged will disguise the joints between the mirrors and represent cakes of ice. A flag pole displays the Stars and Stripes, which will wave majestically in the breeze if an electric fan is conveniently placed. A picture of Valley Forge will add to the interest of the display.



## Trims for All Holidays



*A Window for Washington's Birthday*

A large oval-shaped shadow portrait of George Washington occupies the favored position in the Colonial display. The portrait is done in dark neutral gray, painted on a white background. The sketch herewith shown may be thrown up on a large piece of wall board and painted in by an artist. Two columns, one on either side of the portrait, are made of cartons with the bases and caps made of smaller cartons turned horizontally. At the top of each column is a placard with the border and figures done in gray upon a white background. "1732" is painted over the one column and "1799" over the other. In the forward corners are two pyramids each topped with a bottle. Just forward of the portrait and at either side are pyramids built of small cartons. A semi-circle of cartons connects these two pyramids extending back from one, then forward to the other. Forward of each column is a semi-circular arrangement of small cartons. Forward of the center of the window is also a row of small cartons, conventionally spaced and placed.



# The Grocer's Window Book

## *Decorating for the Fourth of July*

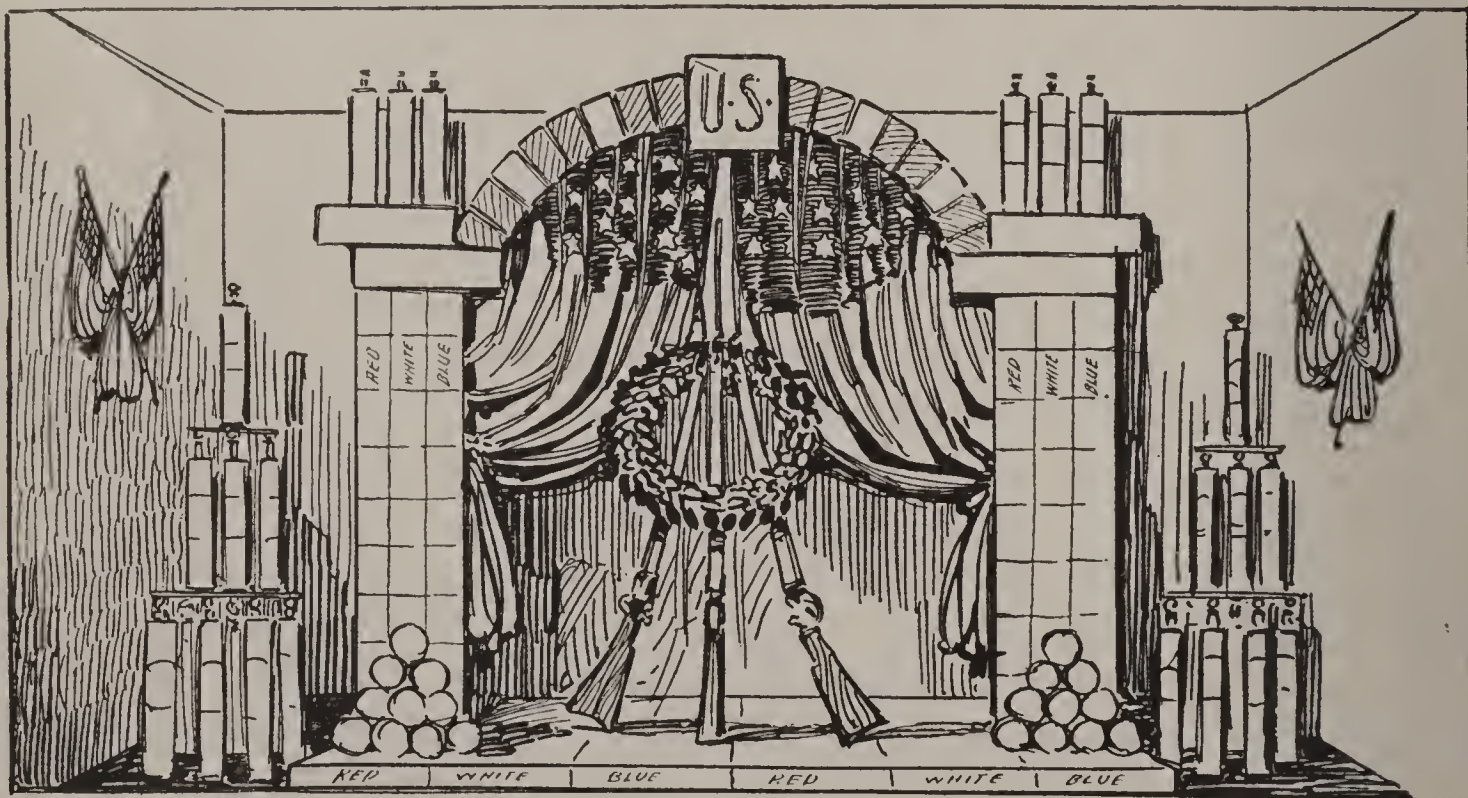
It is on such dates as the Fourth of July that most consumers expect to find the unusual and attractive in the grocers' display window. And it is at just these times that the window artist must see that the consumer is not disappointed.

Select a line of goods in red cartons, another line of goods in dark blue cartons and still another in white cartons, and then group each color together. This will give large spots of red, white and blue in the design. The colors are indicated in the columns in the sketch. The arrangement of colors makes red, white and blue stripes running all the way up and down on each pillar of the circle.

Two large American flags are draped from the arch and just in front of them are three muskets stacked and supporting a large green wreath. This green wreath and the oranges which are piled up on either side to suggest cannon balls, gives just the right note of color to harmonize with the red, white and blue.

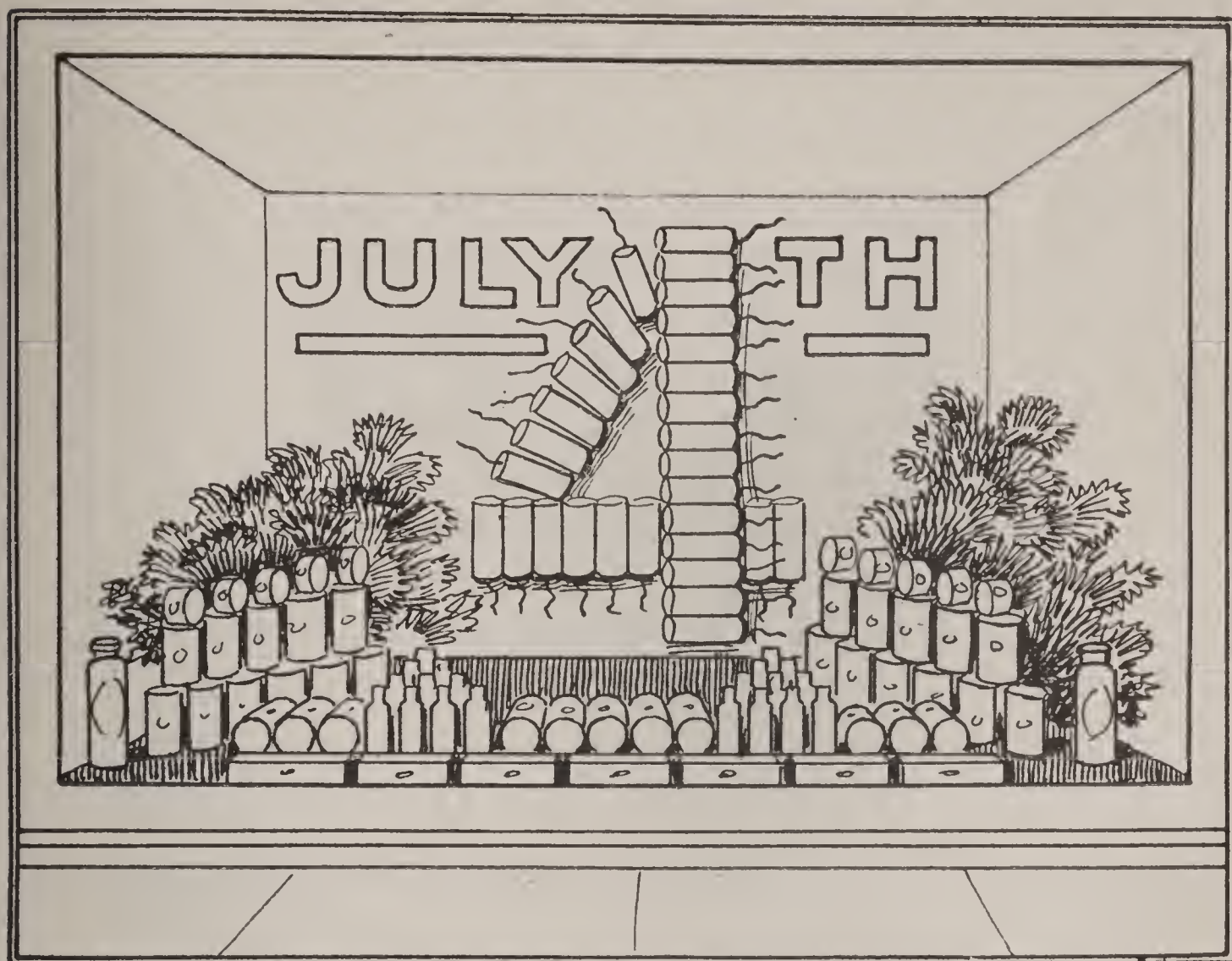
Small flags are tacked on the walls at each side. A solid floor of red, white and blue cartons are so arranged as to make the stripes run from the front to the back of the window and extending the width of the archway.

On either side of this are built up pyramids of bottled goods with round discs of plate glass or round pieces of heavy mounting board between each tier of bottles.





## Trims for All Holidays

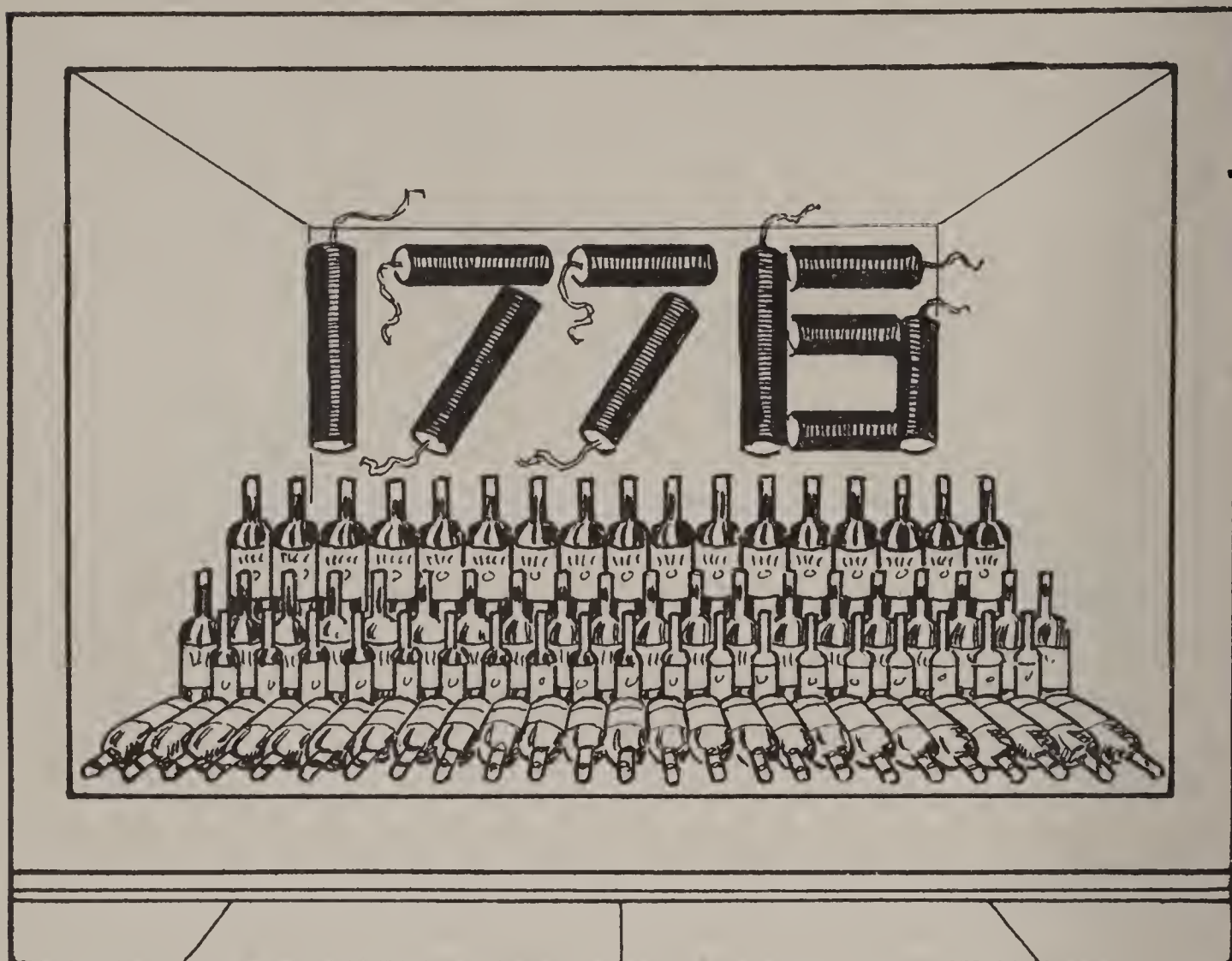


*July Fourth Display to Catch the Trade*

In this display the goods are set in four groups, including the big four in the background. The imitation giant cannon crackers are made of canned goods with a light rope glued on the ends to represent a fuse. A framework is erected to which is attached the canned goods with wire or cord. A little lettering on the background of the block type completes the background. The various canned goods shown on both sides of the window floor in several rows converge from the goods in the foreground to the big four thereby holding the composition intact and getting the customers' attention by the perspective which features the big four.

Boxes of crackers, bottled olives, pickles, canned lobster, crabs, coffee or other products which may be popular for outings, supply the building material.

Several branches of foliage in the two rear corners give a touch of realism to the setting and consequently help to put over the idea with better effect. Combining the groceries with the occasion for which they are best suited is one of the selling points which attracts the customer and influences him to buy. Make your displays say something and that will be the reason why you sell more.



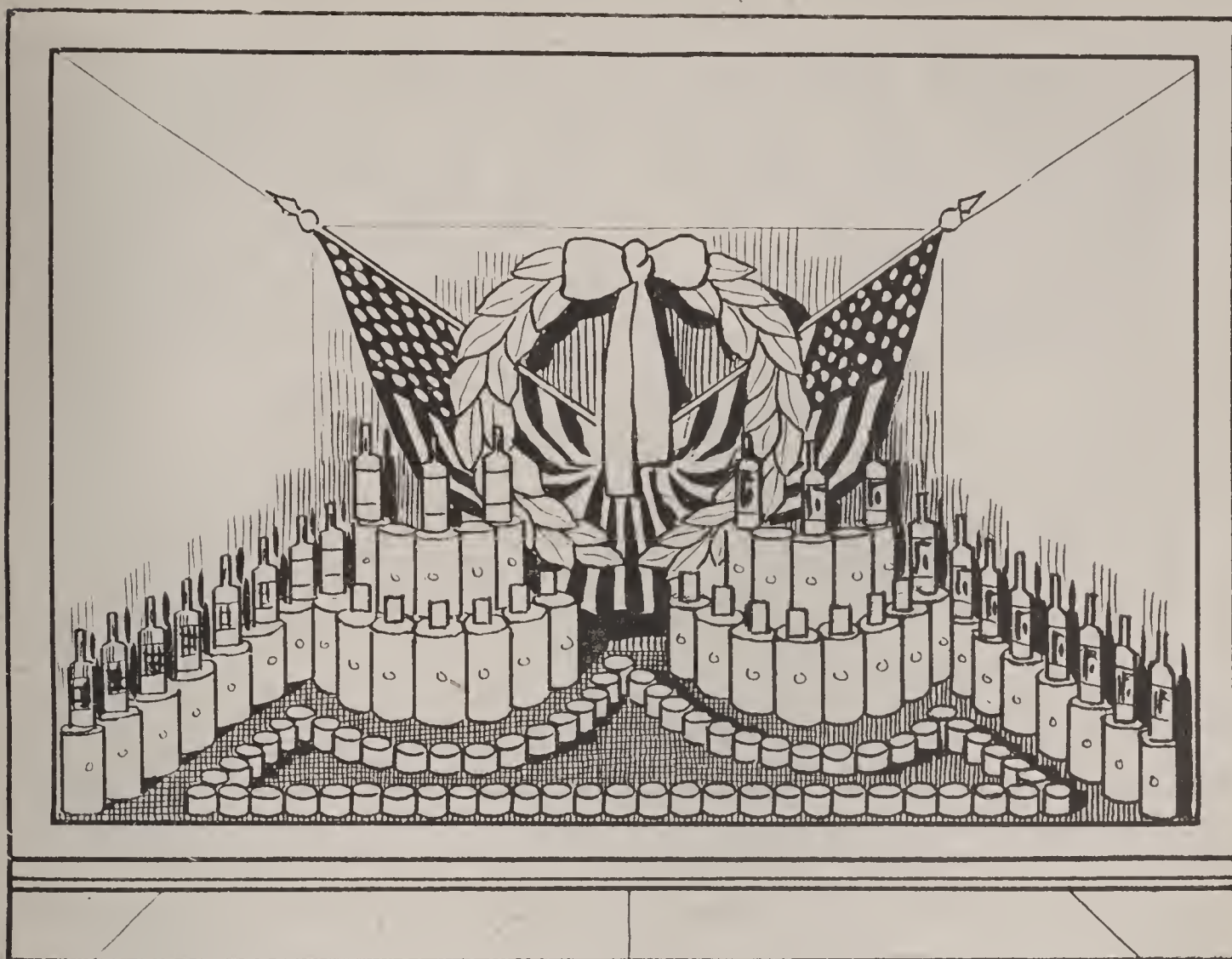
### *Beverages for the July 4th Display*

No better line of goods can be used for a Fourth of July window than an attractive selection of hot-weather beverages. The floor is first covered by a buff or orange paper. A row of bottles extends across the entire width of the window, the neck of each bottle pointing towards the front of the window in close formation. About three inches back of this row is another row of bottles standing vertically and placed slightly apart. Just forward of this row is another row of smaller bottles alternating with those bottles just back of them.

At the back of the window a low bench or shelf is placed just high enough to properly display another row of larger bottles placed close together and high enough so that the labels are not interfered with too much by the necks of the bottles just in front of them. All the bottles should be carefully polished before being placed in position so as to get the full benefit of the brilliancy which is the main charm of such a display. On the background just above the bottle display and formed of firecrackers of the "giant" variety are the figures "1776."



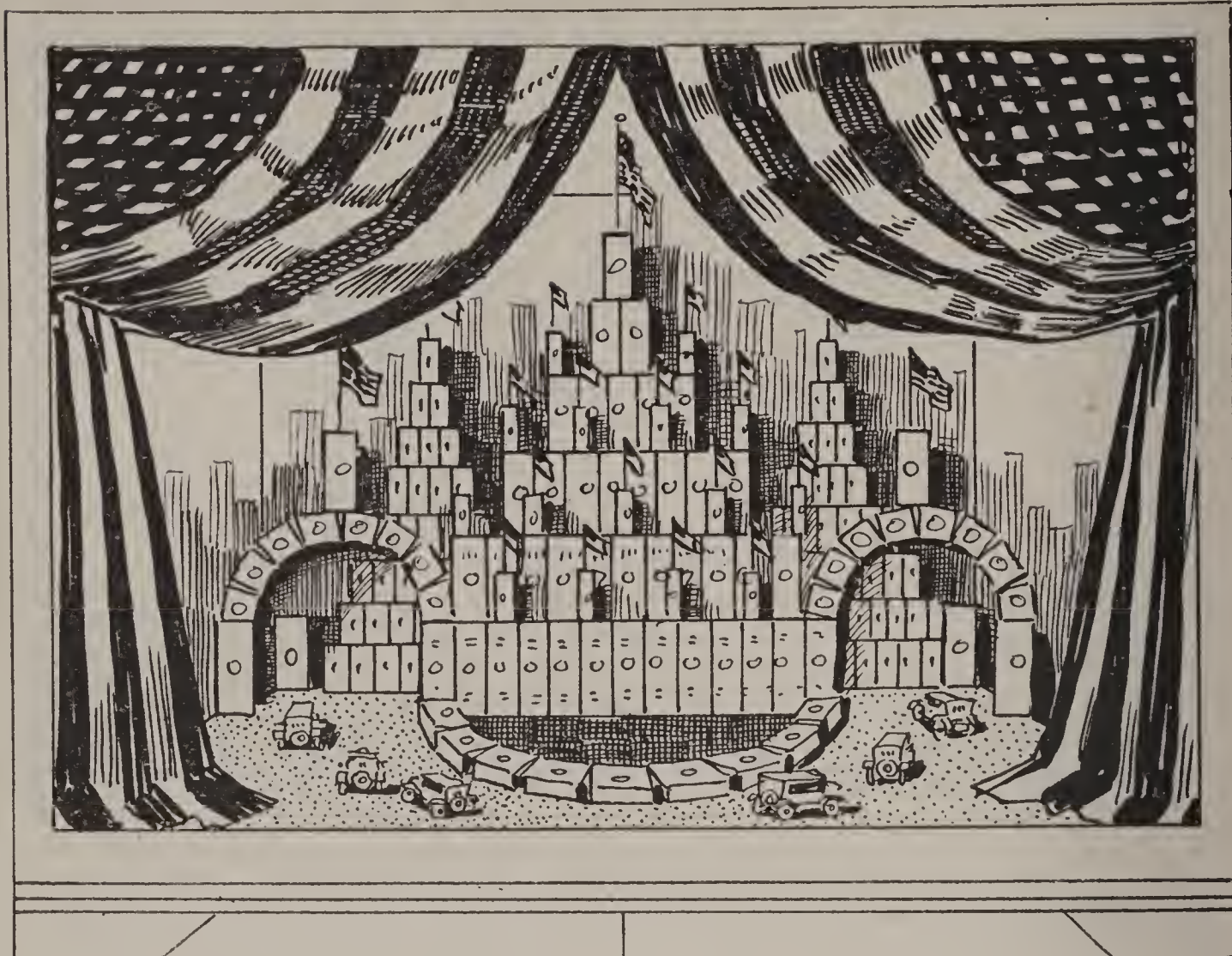
## Trims for All Holidays



*The Window for Memorial Day*

Against the background of this window two large American flags are crossed and draped up over the point of crossing which should not be too low down. Suspended in front of and from above these flags is a large wreath. If the greenery is not at hand to make one the florist will furnish a suitable one tied with a large bow of lavender tulle ribbon. At either rear corner of the window is a semi-circular line of cartons built almost to the wall. Inside of this circle is another smaller semi-circle built two cans high. Only the upper row of this inner semi-circle is visible, the cans which rest on the floor being used merely as a support for the upper row which is visible and topped by three bottle. A small carton is placed upon each of the cans of the forward semi-circle. Along either end of the window is a row of cans resting on the floor. Upon each can a bottle is placed. If the cans used throughout this display are mostly white with either red or blue lettering predominating, the floor should be covered with dark blue paper. Upon this floor of dark blue paper a line of small cans with red labels forms a design which may be described as follows: Extending across the front of the window - near the glass the two ends turn in time to leave a fair margin at each end; then from each end curve to a point where they meet at the rear center of the window.





### *Flag Day Display*

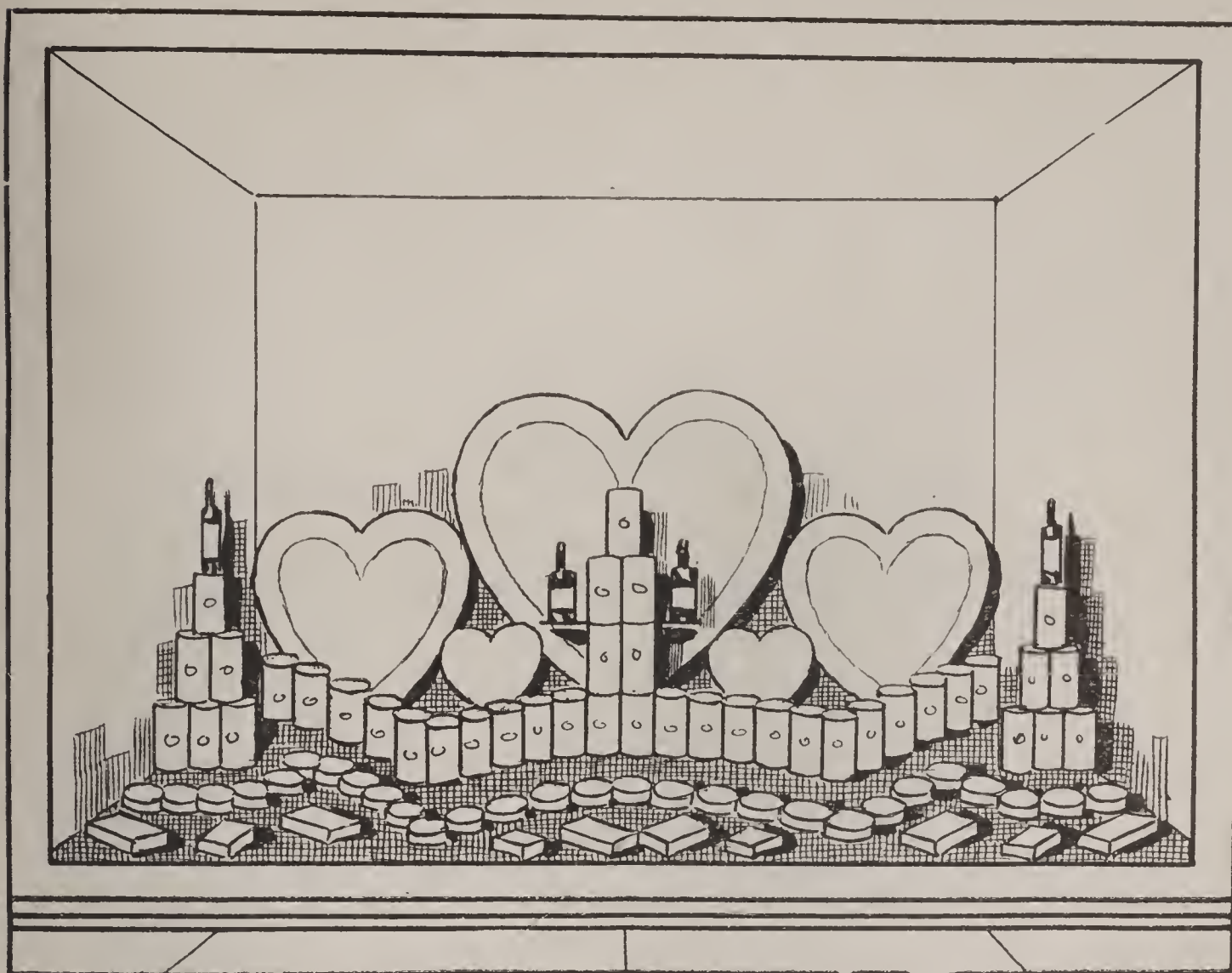
Two immense flags draped back just inside of the plate glass form the portieres through which the flag display is visible. A high pinnacle effect built of cartons is constructed near the rear wall and topped with an American flag. Pinnacles built of smaller cartons are placed to the right and left of this central figure. Arches at the right and left corners are also made of cartons topped with a vertical carton from which the flag flies. On the central pinnacle minarets made of cartons are topped by small American flags. A semi-circular border connecting the two archways encloses a section that represents the lawn. The floor having first been covered with paper, is now sprinkled over with green tea. The driveway which leads from one archway to the other is covered with coffee grains. Tiny toy automobiles, bright colored ones preferred, are placed here and there on the driveway.

### *A Window for St. Valentine's Week*

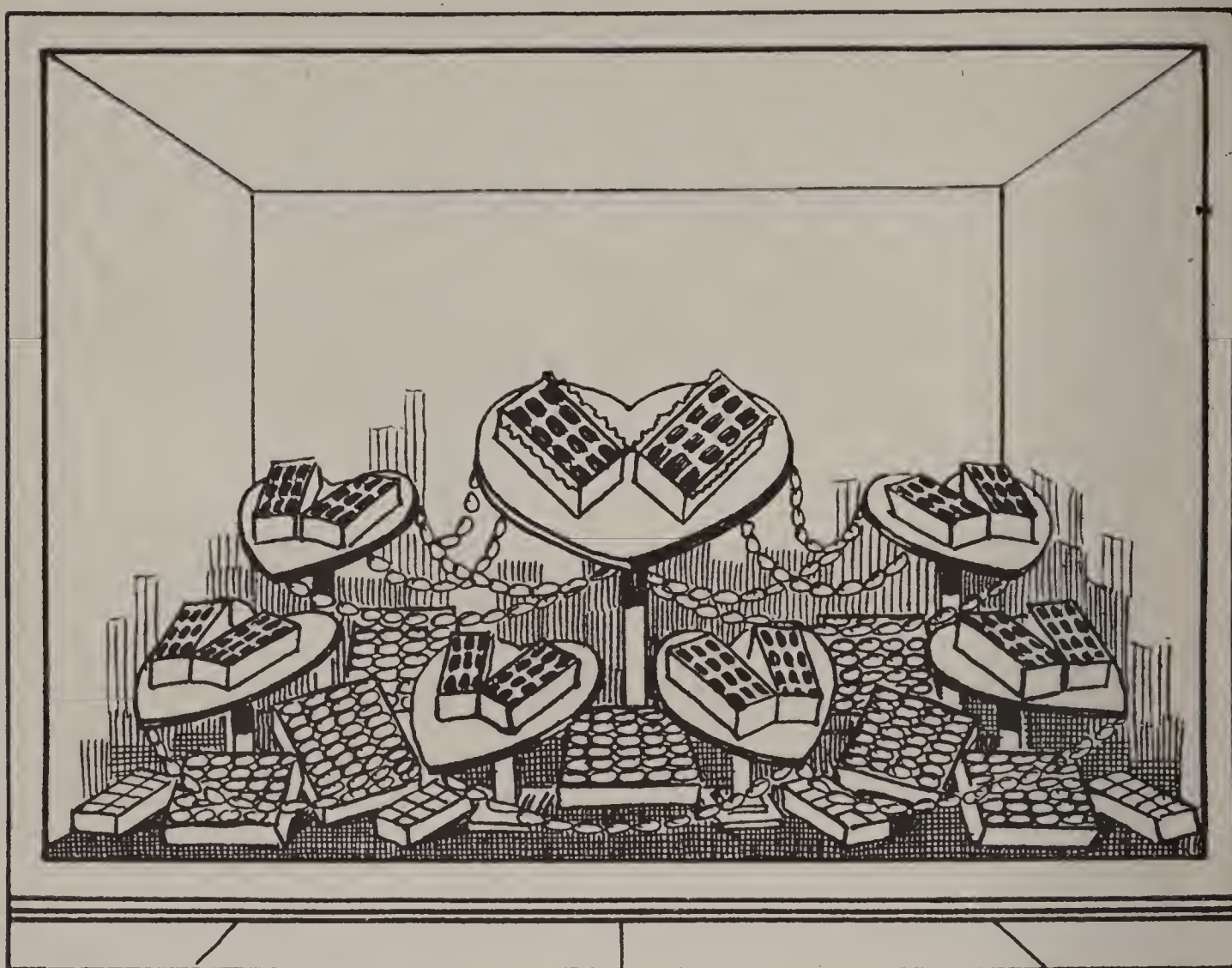
This arrangement designed for St. Valentine's Day has for its identifying feature five hearts of various sizes arranged along the background. The largest heart, made of red cardboard with a wide border of gold, has, tacked to the back, some light strips of wood to hold it



## Trims for All Holidays



rigidly flat. On either side of this large heart is one somewhat smaller in size, but similar in design. In the small spaces below at either side of the large heart, smaller red hearts are placed. A curved line of cans arranged in the form of an arc, with its convexity toward the front of the window and with its length about two-thirds of the width of the window, is placed well back, with a column construction of cans, two cans wide, erected at its center at the back of the window. A long narrow piece of plate glass run through just above the second tier of cans, supports a bottle at either end. This cross piece of glass, being exactly balanced, the construction of the column continues upon it. At either end of the arc formed by the row of cans, the row dips back in a slightly curved line towards the two rear corners of the window. In the floor space at either rear corner a pyramid of canned goods is erected and topped with a bottle. Just forward of the curved line of cans upon the floor is a long line of low, small, flat cans, probably circular in shape. This line is several inches forward of the taller cans and parallels them, repeating the curves and circling forward slightly at either end, meeting the side walls of the window. A few flat cartons conventionally placed complete the immediate foreground.

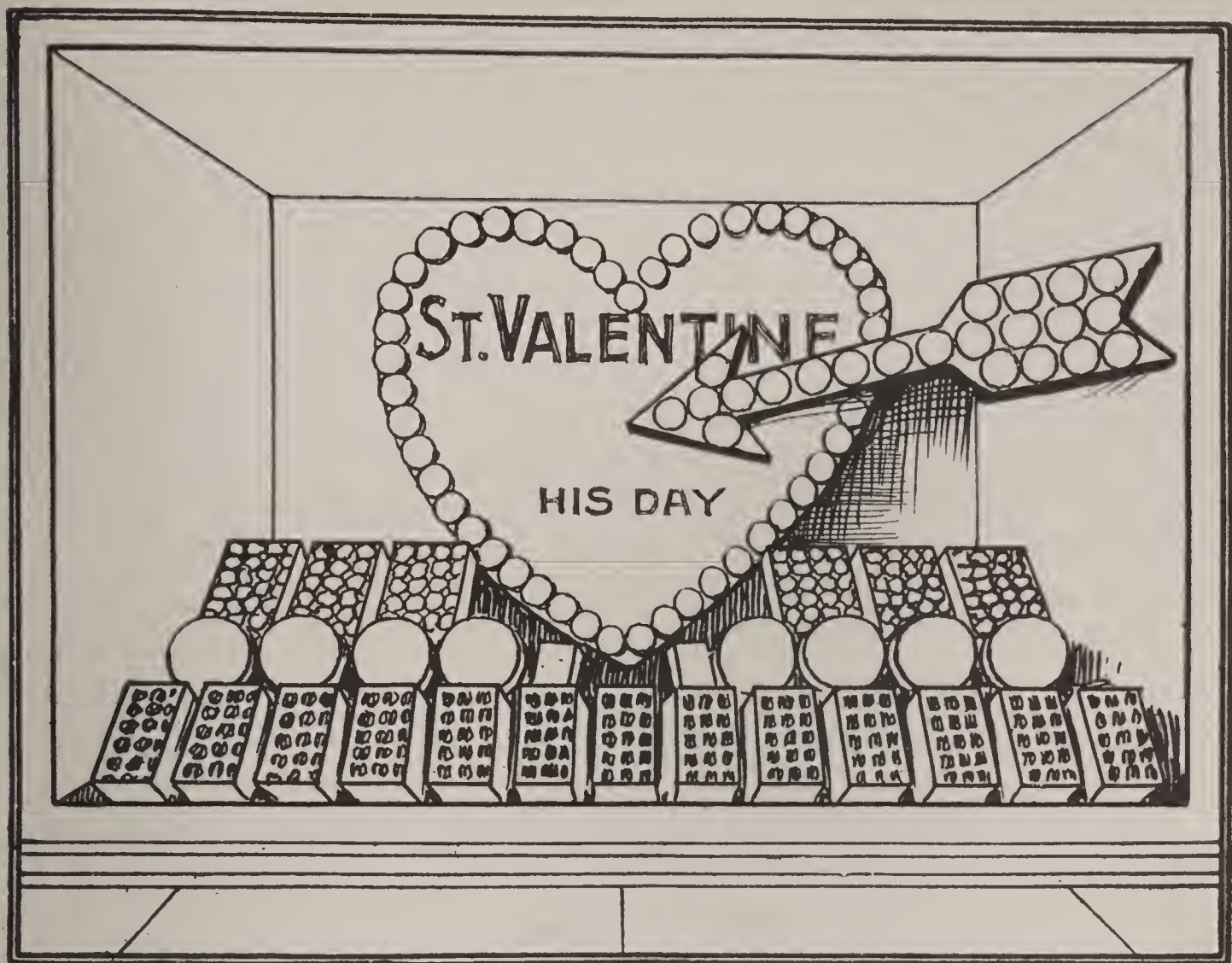


### *St. Valentine's Day Display*

A set of display standards especially designed for St. Valentine's Day are suggested in the accompanying sketch. These standards are made by sawing out hearts from light weight lumber. The heart shaped discs are then rubbed down with sandpaper and painted a bright orange red followed with good enamel. These discs are supported by two by twos with bases large enough to insure stability. The discs should be tipped forward sufficiently to display the goods nicely. A slant of about thirty degrees will serve very well. A large heart is constructed for the center of the display, with six small ones for the surrounding arrangement. Festoons of baby ribbon with tiny red hearts suspended are draped from the center heart to each of the other hearts in the window. Goods in open boxes such as candy, dates, figs, raisins and candied fruits are to be shown. The candy boxes which are placed on the sloping surfaces should rest against tiny brads which are practically invisible, to prevent them sliding off. Wooden boxes of dates, figs, etc., are displayed on the floor, symmetrically arranged, but not too rigidly placed.



## Trims for All Holidays



### *Sales Winning Plan for St. Valentine's*

The big feature of this Valentine window is a very large heart hung at the center of the background. The heart is constructed of very light lumber on a light framework, after which it is covered with bright red paper or cardboard. The heart is bordered with cans of pineapple, small sized cans being used and each can wired in place by the use of an invisible wire passed through small holes made in the framework, which are quickly made with a small drill.

Lettered in white on the heart are the words "St. Valentine, His Day." A large arrow is made of light lumber and covered with red paper to match the heart. The small pineapple cans are also wired to this arrow after which the arrow is hung in place, the point being either wired or nailed to the heart in such a way that it is invisible, and the tail of the arrow being tacked or wired to the side wall.

If the construction of the window is such that it is found impractical to tack the arrow to the wall, the arrow may be suspended from the ceiling by wire. The size of the heart and its position is such that there is about eighteen inches between the lower point of the heart and the floor.

The floor display consists of boxes of dates, figs, dried apricots, prunes, marshmallows and other candies. It is built up on a sloping effect.



# The Grocer's Window Book

## *Hallowe'en Offers Many Display Ideas*

The object of a window display of a Hallowe'en nature is to present the goods that will be foremost at this time of the year. Various products are best adapted to the various seasons and the nature of goods called for in this display are the ones that are popular during Hallowe'en.

The built-up formation of cartons on which the jack o' lanterns are placed may be represented by packages of dates, figs or other dried fruits, or if these are not of a convenient size, some other carton goods will do. The jack o' lanterns are placed on the top box of the formation, which will be safe if the cartons are large enough or if the cartons are erected in a pyramid style. The basket of fruit placed in the center makes an appetizing display. Another arrangement, which could be had if desired, would be to place the barrel of cider in the center of the window. This is merely a matter of taste and either idea will work out nicely.

The pumpkins which are placed in the foreground are of rather a large size and smaller pumpkins placed in alternate order will prove attractive. The bottles of grape juice and apples are aptly placed and make most fitting additions for a Hallowe'en display.

The background can be made very attractive by using a bright orange colored crepe paper upon which the silhouettes of the hobgoblins can be pasted, or the crepe paper can be bought already printed from a variety store which has the different colors printed with witches, cats and owls.



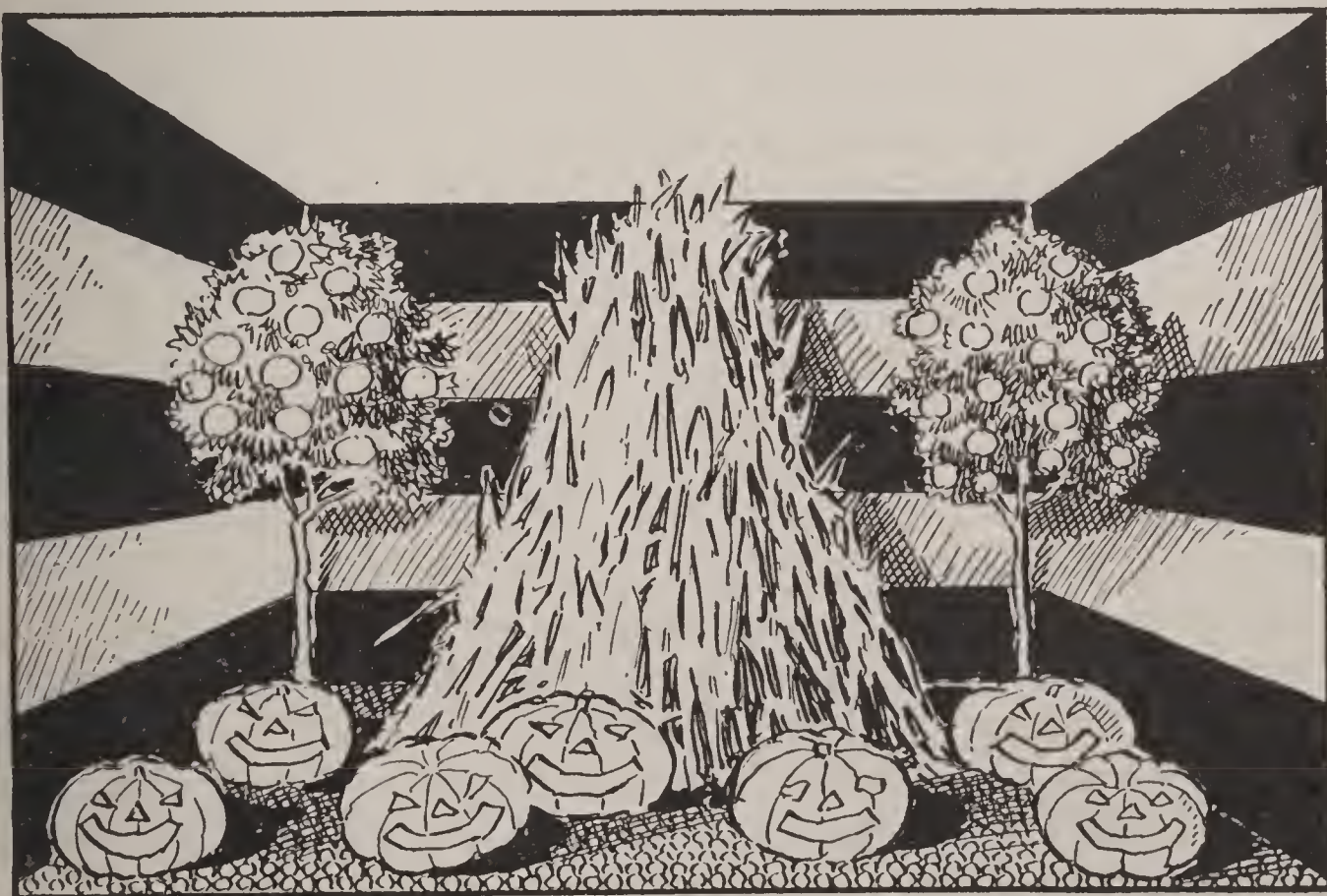


## Trims for All Holidays

Various arrangements of the goods shown may be adopted. For instance, the cider barrel may be put in the center as suggested above. Or the barrel at the side may be replaced by several pumpkins, thereby corresponding with the other side of the display.

### *Dress Up the Window for a Hallowe'en Sale*

The background of the Hallowe'en window has a startling and effective arrangement of five horizontal stripes, bold and wide, running around the two sides and back of the window. The black stripes are to be black in the window and the white stripes as shown in the sketch should be a brilliant orange in the window. This gives a predominance of black and a most effective brilliant display of orange. In the two rear corners of the window small trees are placed with an abundance of apples fastened to the limbs. In the center of the window well back is a large shock of fodder arranged in a most natural way. The ears of corn should remain on the stalk and it would be well to pull the husks partly back now and then so that the yellow corn shows nicely. The floor space in the window is covered with English walnuts and pumpkin jack o' lanterns are set here and there with electric lights inside and bright orange red postoffice paper on the inside of the eyes, nose and mouth so that when the light shines through a beautiful orange effect of a very warm tone is produced.





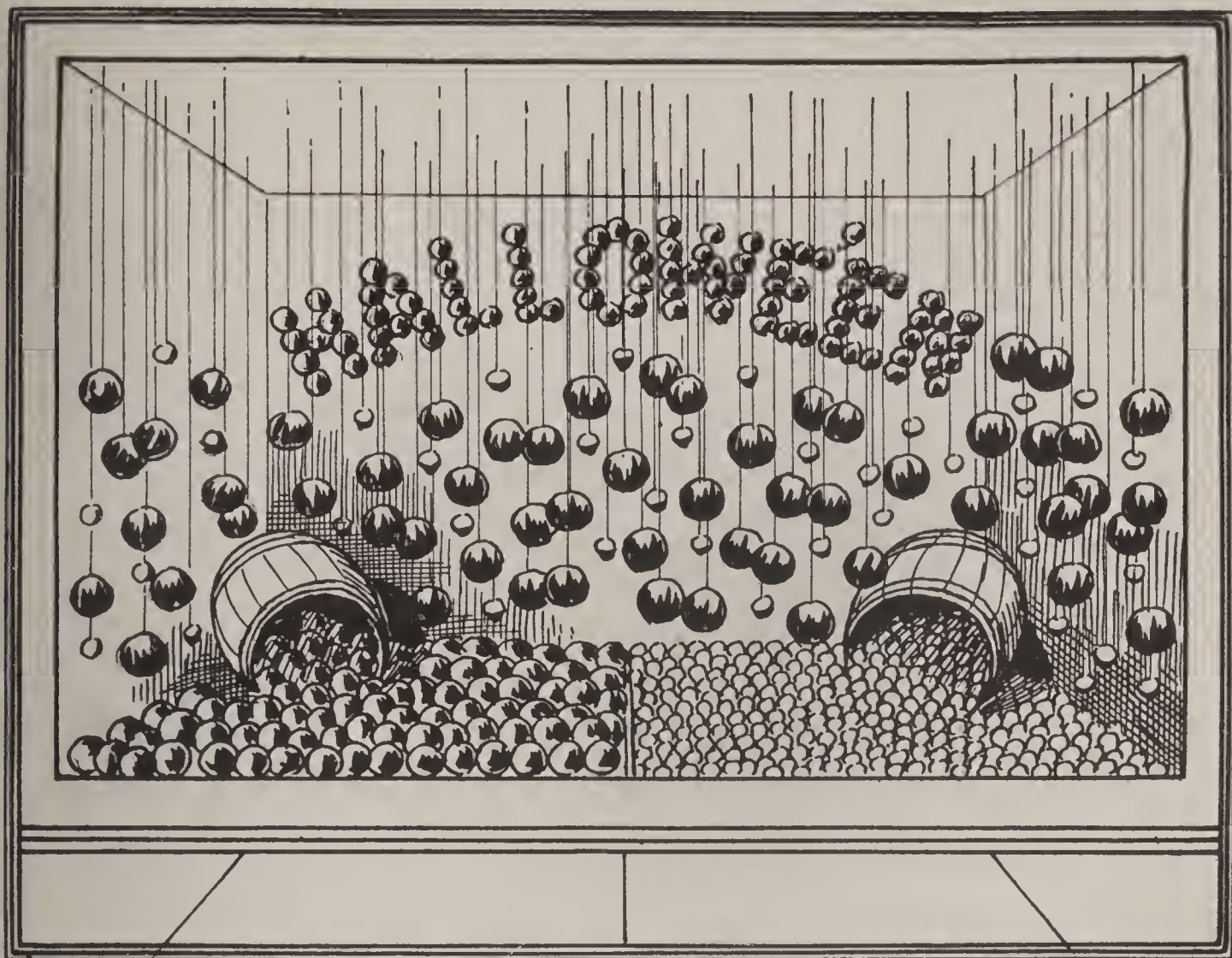


*Hallowe'en Witch Display*

The display in this window consists of pyramids and cones of canned goods. In the two forward corners of the window are circular groups of cans. Just inside of these and next to the plate glass are two pyramids of cans built four cans high with a bottle at the top of each. Just inside of these two pyramids and slightly back of them are two cone-shaped arrangements of cans built up in circles from the floor, three cans high, with a pumpkin jack o' lantern resting on each. There should be a light in each jack o' lantern. At the back of the window and exactly at the center is a third jack o' lantern supported by a group of cans two cans high. Pyramids semi-circular in arrangement and four cans high are each topped with a bottle and occupy the two rear corners. A couple of small pyramids are built of smaller cans and occupy floor space somewhat in advance of these rear pyramids. A figure of a witch is cut out of cardboard and backed up with a very light wooden frame. The witch wears a high peaked hat, mostly black with a yellow band around it; her dress is black and she rides an old-fashioned broom. The witch and her broom, etc., are supported from the ceiling by invisible wires. An electric fan placed back of one of the pyramids should be so directed as to cause the witch to sway back and forth just enough to give some action to the display.



## Trims for All Holidays



### *Apple Hallowe'en Window Decoration*

A suggestion for a Hallowe'en window displaying apples and English walnuts is shown herewith. The idea is an extremely practical one and is intended to pull hard on sales along the line of least resistance. A liberal supply of apples and nuts at this time will act as a proper reminder.

On the background of the window and pretty well up, the word "Hallowe'en" is lettered as large as the window will permit. The letters are first chalked out, then small wire nails are driven in such a manner that the apples are impaled on the nails carefully and accurately, so that the lines of the letters will be even and true. A couple of clean barrels, one in each corner of the window, are raised up somewhat at the back by means of wooden blocks.

The window is now divided in the middle from front to rear and apples are thrown in on the floor on one side, while nuts occupy the other side. Quite a quantity should be used and the barrels should be partially filled to give the effect of their just being emptied out on the floor.

Large red apples are now selected and hung at different heights all through the window by means of threads which suspend them from the ceiling. Nuts are also suspended from the ceiling in the same manner. Placards may be placed in the window announcing special prices on these products.





*Banner Trim for St. Patrick's Day*

Among the patron saints of Ireland is St. Patrick, who is attractively featured on March 17, much to the window trimmer's satisfaction. Shamrocks and other Irish products make excellent decorations for arranging an interesting display. Green and white are considered very fashionable, and with the substantial eatables we have emerald gems from the Isle o' Erin hard to beat.

Early in March the accompanying design may well be used to celebrate St. Patrick's Day. The floor of the window is to be bordered with cans of corned beef. Upon each can rests a large onion.

On the floor and inside of this border of cans Irish potatoes are piled in to a depth almost reaching the tops of the cans. Large, fine-looking potatoes should of course be selected.

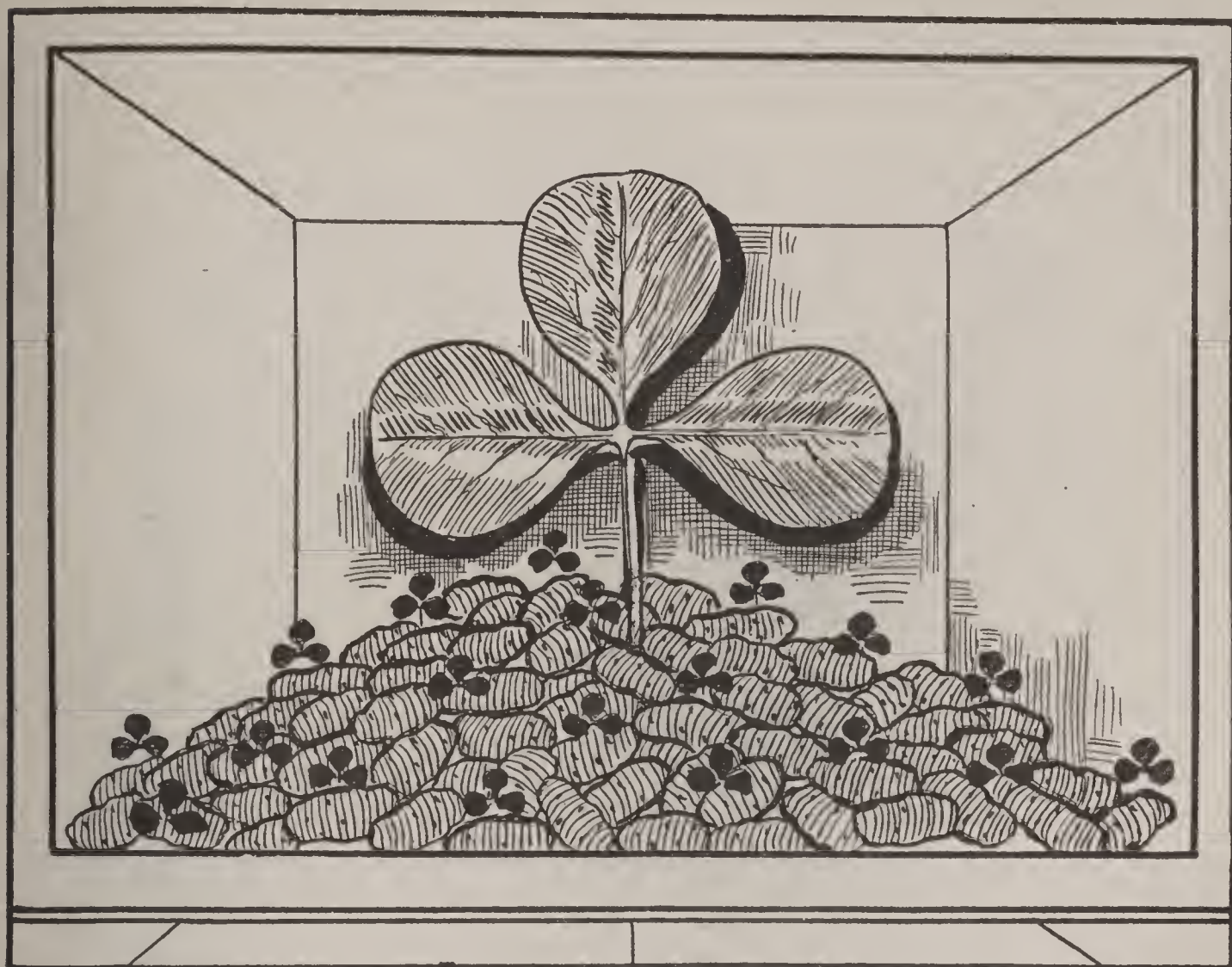
A large banner made of light green cloth with gold lettering, dark green fringe or gold fringe and dark green shamrocks is hung on a gold curtain rod with brass rings.

This banner is supported by an upright gold rod on top of which is an Irish harp. Gold cord and tassels are draped to either side from this banner.

Two large dark green shamrocks are placed against the rear wall on either side of the banner. White lettering may be done on the leaves of the shamrocks, giving the prices, etc., of the products shown.



## Trims for All Holidays

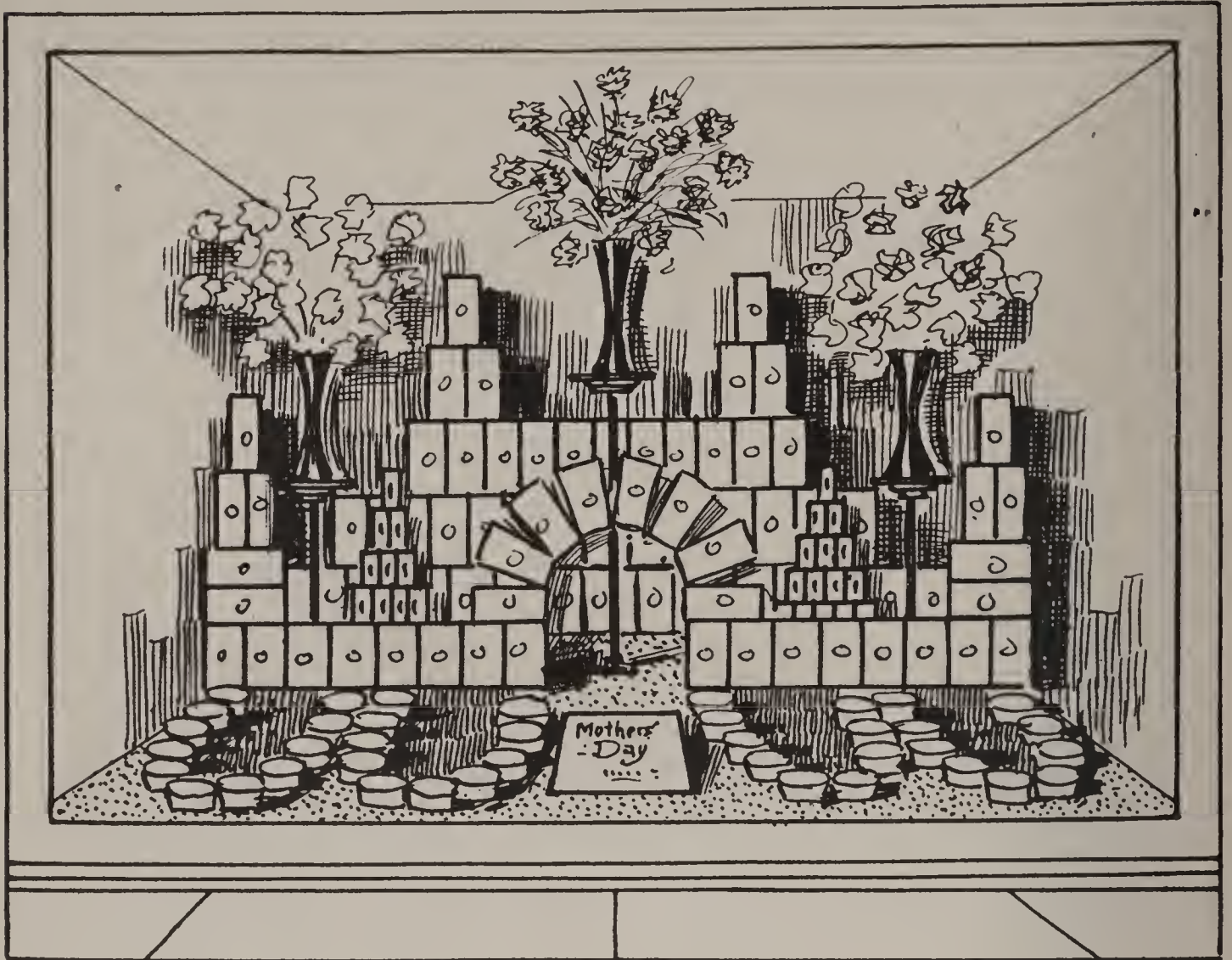


*Window for St. Patrick's Day*

A simple window trim and one suitable for an observance of St. Patrick's Day consists of a window filled with large Irish potatoes heaped high in the center. An immense shamrock is made of green cardboard, one sheet being used for each leaf which is tacked to a light framework which holds it in position. An upright somewhat heavier than the other pieces is covered with green paper and serves as a stem of the shamrock. Water color paints may be used to draw in the veins and shading on the leaves. If one is accustomed to using the opaque water colors, the results thus obtained will be bolder and better suited to poster work.

We would suggest that you use a shamrock as a model, following the shades and the high lights on the leaves and on the veins. Ordinary small shamrocks or imitations of shamrocks are stuck into the potatoes here and there until a pretty good sprinkling of green spots is effected. The large shamrock is now erected at the center of the pile.



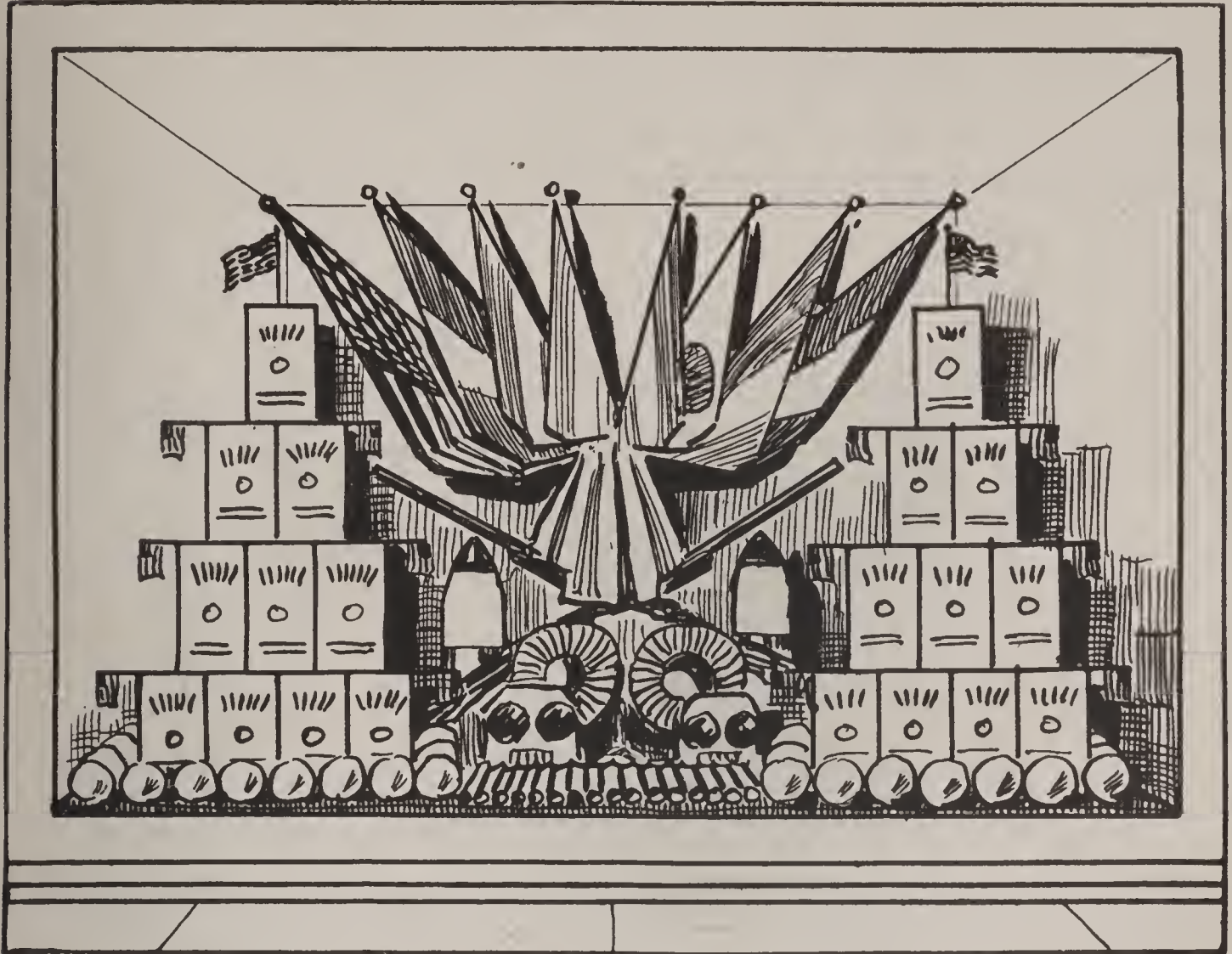


*Display in Honor of Mother's Day*

A window decorated in honor of Mother's Day displays a quantity of cartons built across the window from left to right in the form of a low wall, about half way from front to back. At the center of this wall is an opening spanned by an archway made of cartons. At either end of the wall is a pyramid effect also made of cartons. At the back of the window is a very large truncated pyramid construction of cartons. Topping this arrangement at the right and left are three carton pyramids. Just forward of the large pyramid are small pyramids made of small cans which are built up to about the height of the center arch. Just back of the center arch is a tall pedestal upon which rests a vase filled with white carnations. To the right and left of this pedestal are lower pedestals which also display vases with large bouquets of white carnations. Forward of the wall effect is a series of loops, four in number, two on each side of the entrance. The floor within these loops is covered with raisins; the remaining floor space is covered with English walnuts.



## Trims for All Holidays



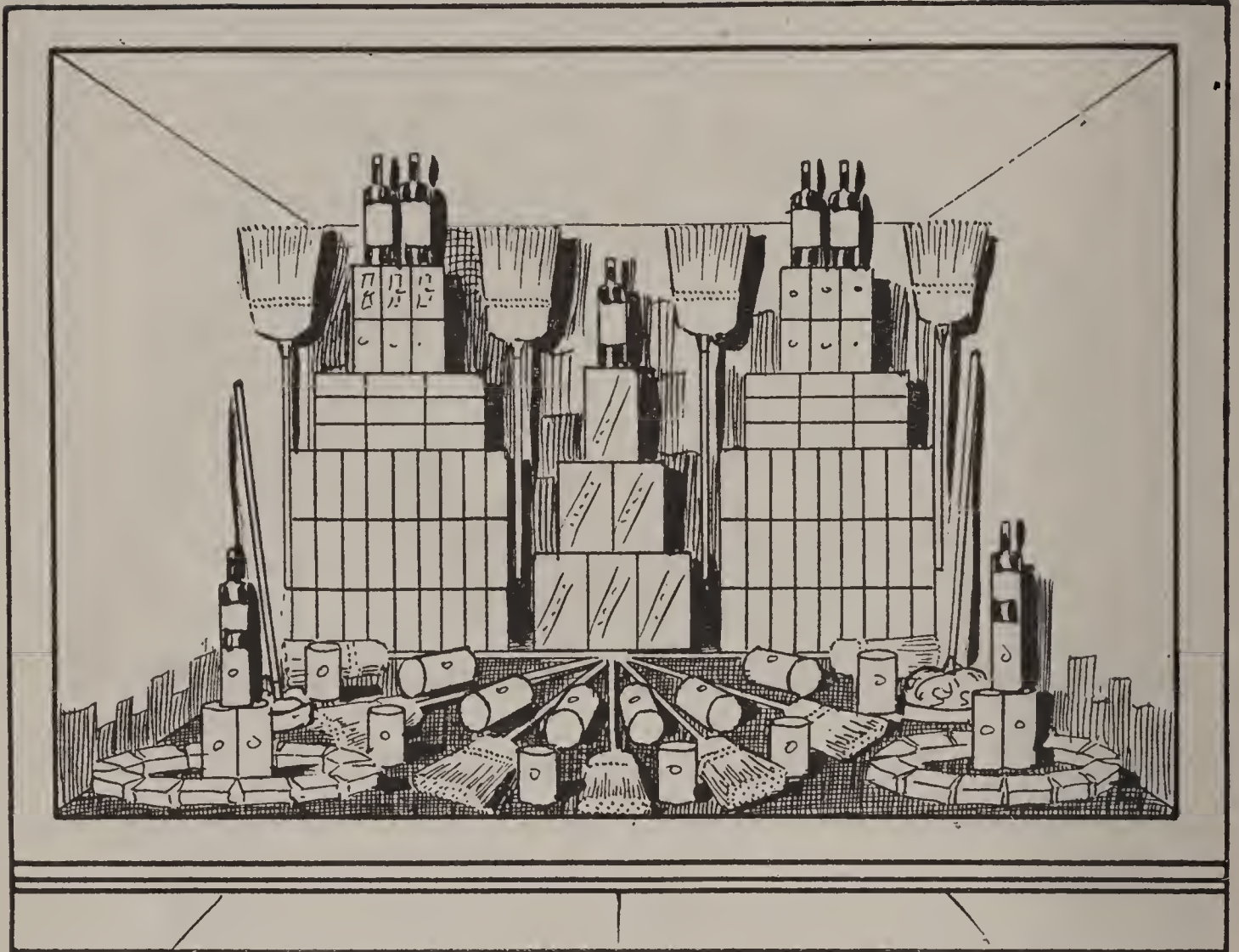
### *Window for Armistice Day*

This Armistice Day window displays war relics and Allied flags in conjunction with cartons and fruit. Against the background of the window the flags of the Allies are festooned. On the floor just in front of this arrangement may be a couple of German rifles or machine guns, some captured German gas masks, shells, etc. Labels indicating the nature of the separate items and something of their history add greatly to the interest of the display. A couple of pyramids of carton goods are built, one near each forward corner of the window. American flags are attached to each carton horizontally with each top carton topped with a small flag. Oranges are arranged in rows upon the floor around each of the pyramids.



## CHAPTER TWO

### Timely Window Displays



*Making Way for House Cleaning*

**A**ND now comes house cleaning time—the period of household unrest followed by domestic chaos.

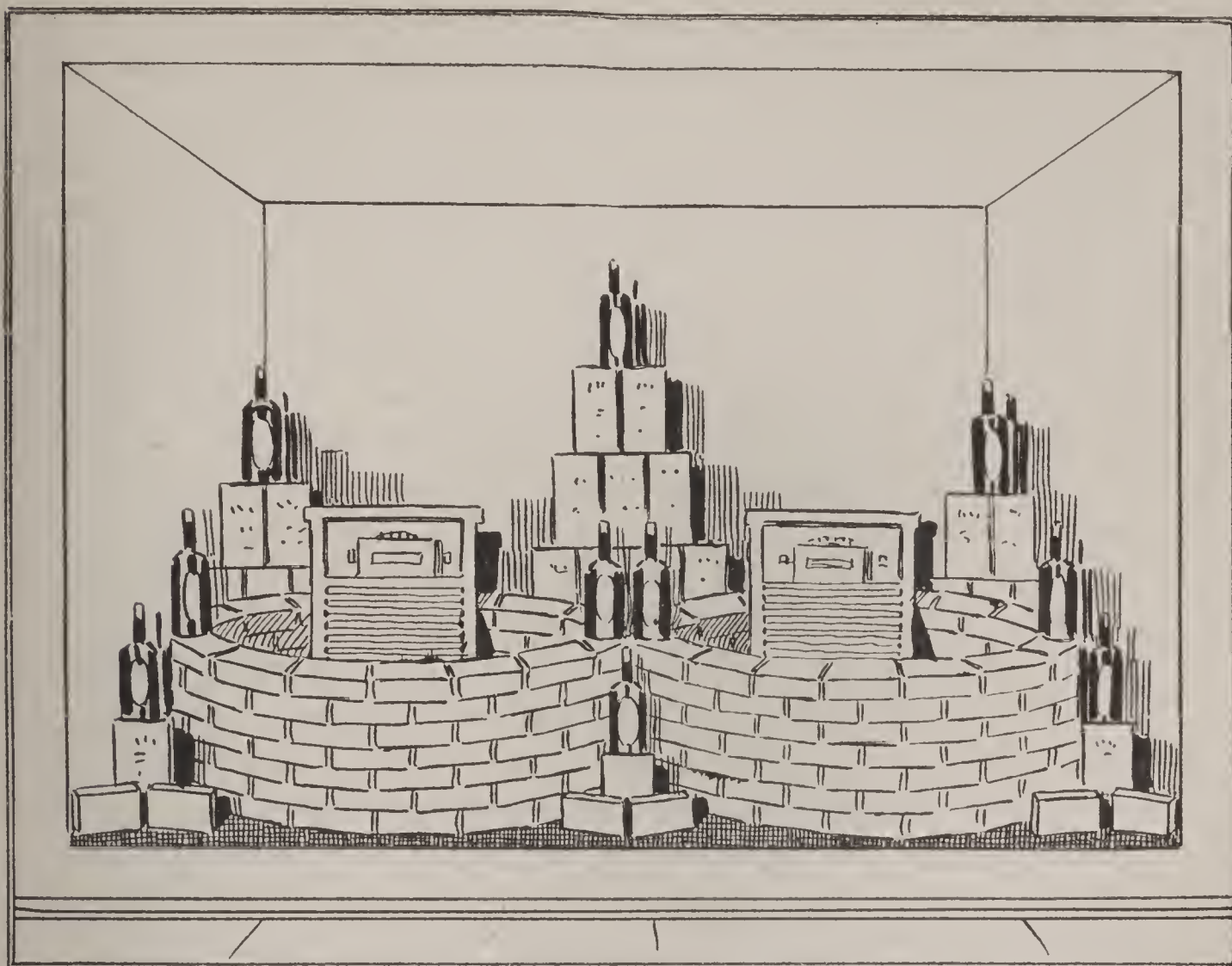
This window display shows an arrangement of brooms, mops, brushes, soaps, washing powders, water softeners, scouring compounds, ammonia, etc. In each rear corner of the window a pyramid is built up of cartons. Three rows are vertically placed, three rows above this horizontally placed, upon which are two more rows three cartons wide vertically placed topped by a couple of ammonia bottles.

In the center of the window at the back is a small pyramid of large cartons topped by an ammonia bottle. Between these two pyramids are two brooms vertically placed with the brush end up. One broom is also similarly placed in each corner. Also in each corner is a mop or floor polisher resting against a side wall.

On the floor is a fan-shape arrangement of brooms with the brush end of the broom along the outside or circumference of the fan. Between these brooms are two rows of cans, one vertically placed and the other with the cans so placed as to converge toward the center of the circle.



## Timely Window Displays



*The Window for Washday*

The two tubs used in this washday window are merely make-believe tubs and are made as a mason would build a wall, except that bars of kitchen soap are used instead of bricks, and without the use of mortar. A couple of washboards take their places, one in each tub, facing the front of the window, and a cake of soap rests on each. Small pyramids of washing powder are built in the openings of triangle shape which are formed in the foreground and each is topped with a bottle of bluing. Three pyramids are built along the back wall of the window, the center one being the highest. These pyramids are made of cartons of water softeners and washing powders. Bottles of bluing top the pyramids, and also rest on the edges of the tubs. Inside each tub and about one-third of the distance from the top is a false bottom made of cardboard through which the washboards extend. Popcorn is scattered over the false bottom to represent soapsuds.

*The Large Flatiron Display*

Products carried by the store in the form of washing materials, built in the shape of a large flatiron, is a combined window attraction to call customers' attention to purchases. The big sadiron, which is the prom-

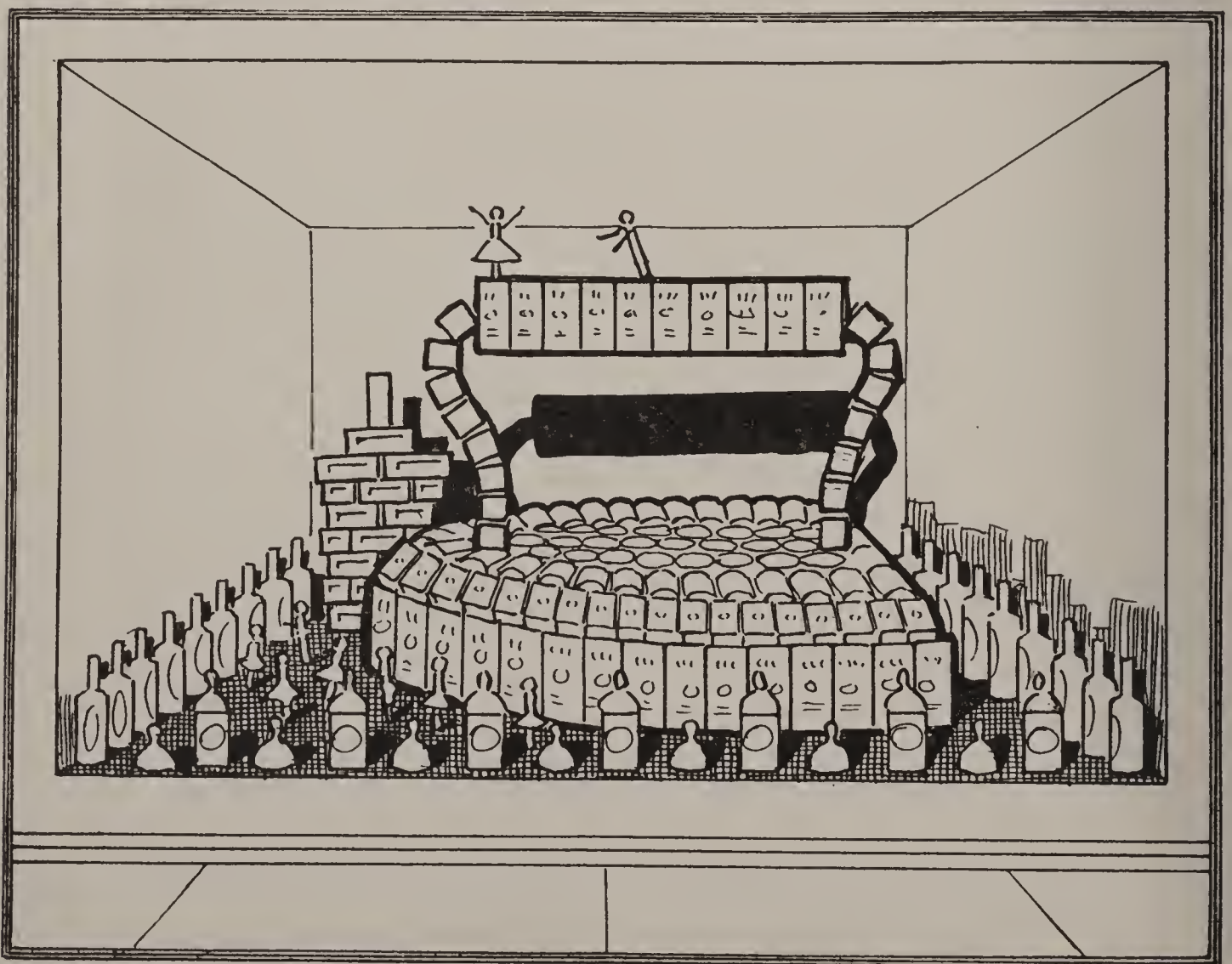
## The Grocer's Window Book

inent feature of the window, is chalked out on the floor, large enough to occupy a good share of the floor space. Cartons are arranged along the outline as it has been drawn on the floor. One-quarter inch pine boards are now used as a covering on top of the cartons already in place.

A row of small cartons are used to make a sloping edge or bevel all around the top of the iron. Inside of this bevel a row of cans is placed and the remaining space on top of the iron is filled in with flat cans.

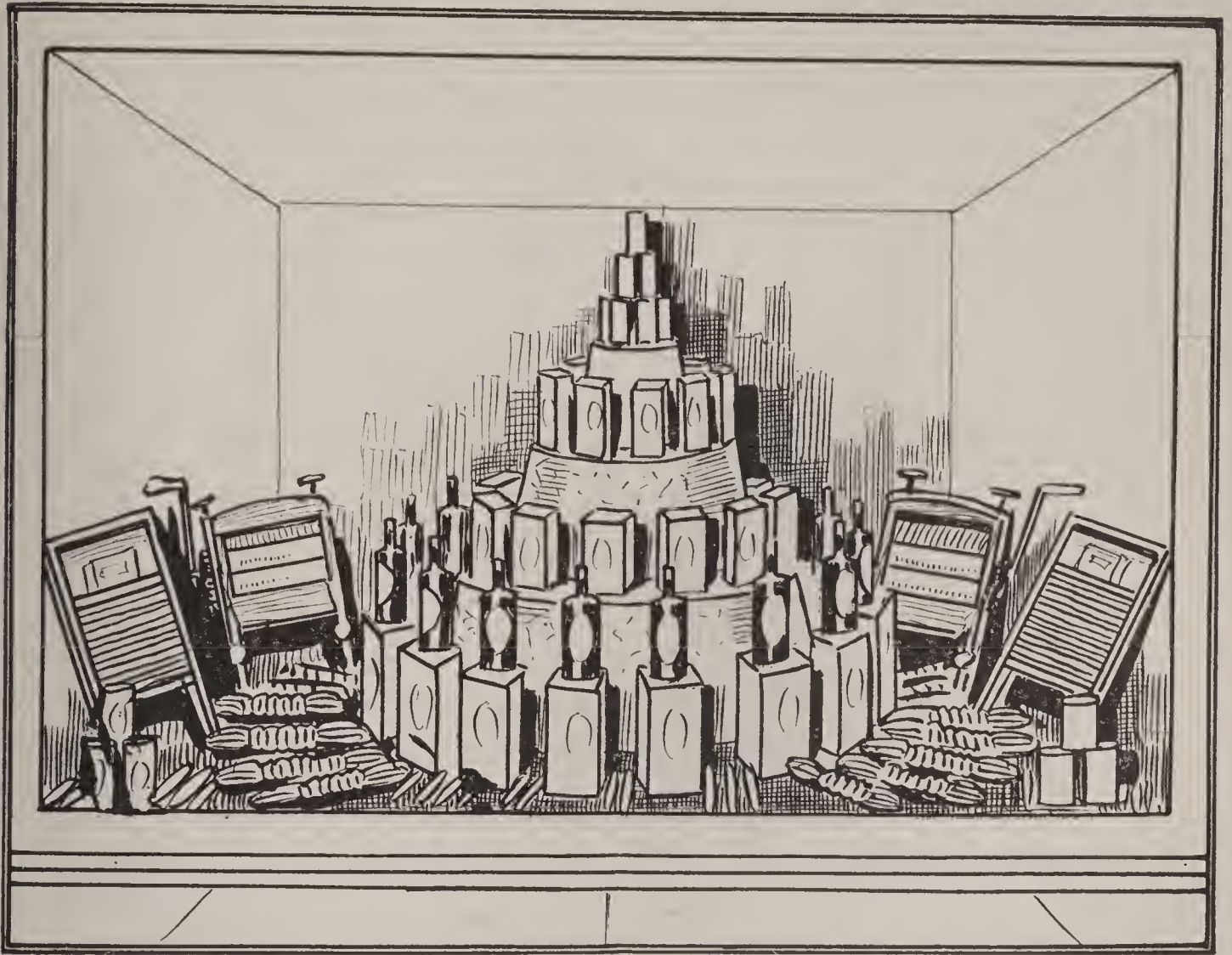
A piece of strap iron of good heavy quality should be used for the handle, the iron being bent with the proper curve at each end to represent nicely the curve of the handle. The two ends of the strap iron are turned outward and twisted slightly, so that one turns to the right while the other turns to the left, allowing a turn-up of about two or three inches with holes drilled for screws in order to make the handle fast to the covering of one-quarter-inch boards already described.

Cartons are now wired to the strap iron to form the body of the handle. A row of bottles runs along each end of the window. Ammonia and bluing may be shown alternately in these rows. A column of soap is built up in the rear of the window. A line of cartons runs across the front of the window, each one being topped with an iron waxer, iron waxers also being placed between each two cartons which are placed well apart. A large placard is displayed in the window with the heading, "How to Make a Sadiron Glad," with suggestions following concerning attractive prices and quality of goods.





## Timely Window Displays

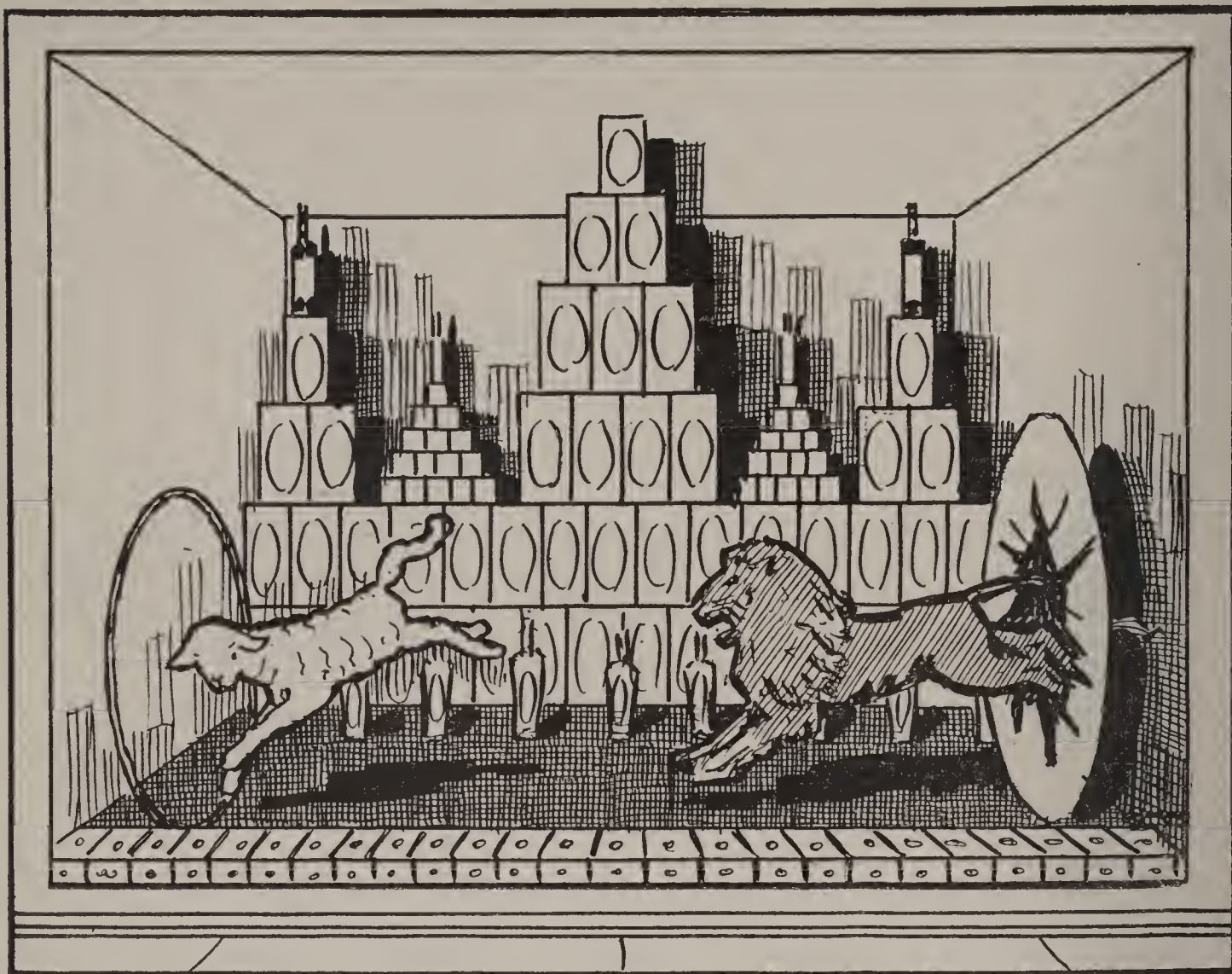


### *To Sell Washday Goods*

A window to sell house-cleaning materials and wash day merchandise is this combination display with soaps, washing powders, and washing equipment. The display is built around a circular cone effect in the center of the window on which are placed a variety of goods for use in house-cleaning. There are three successive layers, each smaller than the other, leading up to the peak at the top. Circling each layer is a row of cartons, topped by a bottle of bluing. Each higher row will have cartons and bottles slightly smaller than the one on the lower row.

Around the front of this circular cone effect pyramid is scattered in orderly array a number of clothes-lines. At each rear corner is placed a wringer and in front of the wringers are washboards with a cake of soap on each one. In the forward corners are small piles of soaps of various kinds. At the rear on the background behind the pyramids can be placed signs telling of the sale and prices.



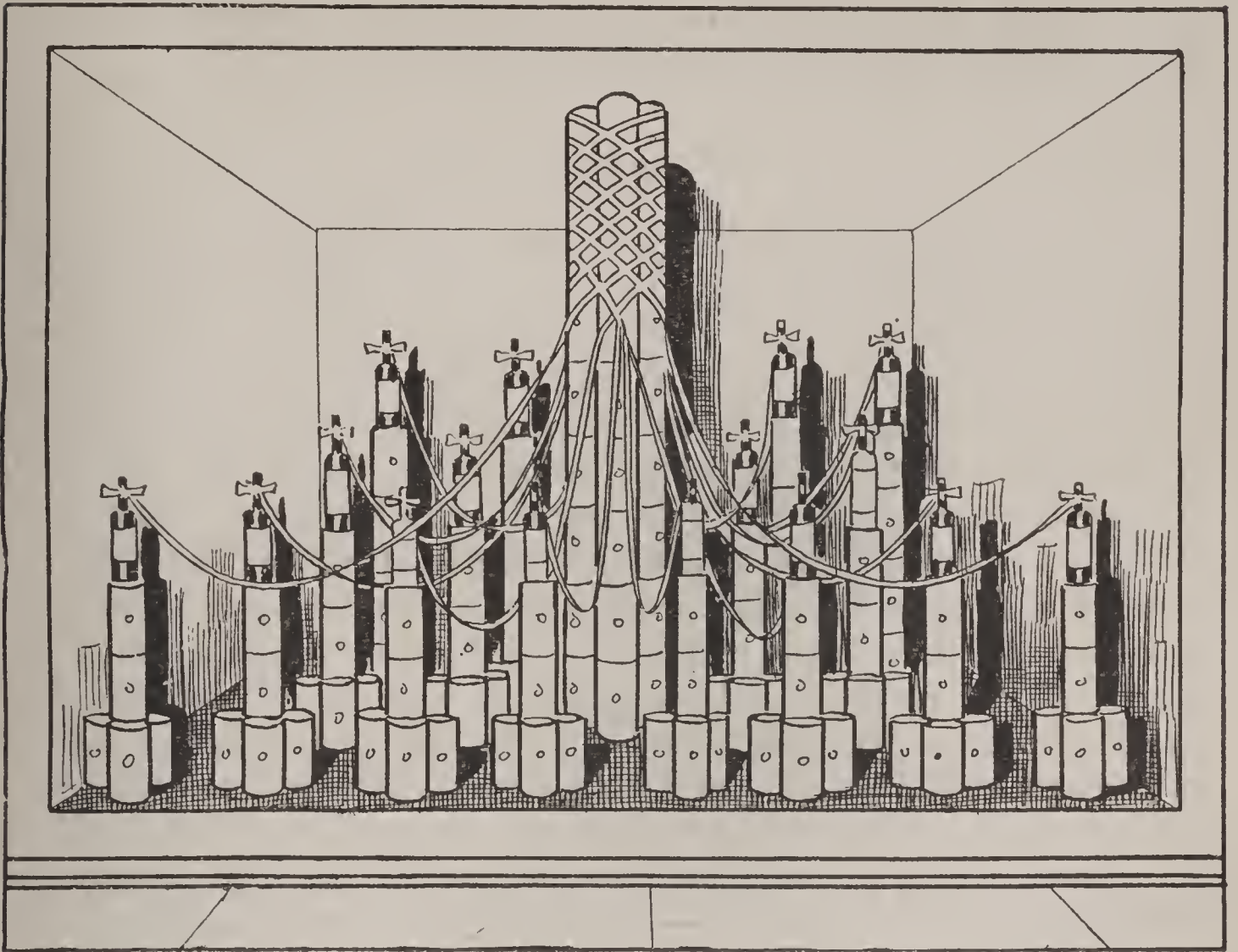


### *Illustrating the Change of Seasons*

The March window display depicts the month of March as coming in like a lion and going out like a lamb. This feature of the display is made by doing a picture of a lion, life size, on wall board. This is probably best done by a card writer who has the ability to draw. It should be done in colors and cut out with a scroll-saw. The lion is, of course, coming in rampant. Another figure of a lamb is also done on wall board and cut out with a scroll-saw. The figures of the animals may either be supported from the floor by light rods or suspended from the ceiling by several invisible wires. A large hoop is covered with paper and then broken through in the center as though the lion had jumped through it. The hoop through which the lamb jumps has no covering of paper and is placed low down so that the lamb may scamper through without much effort. However, the figure of the lamb should have considerable action, as this will add greatly to the interest of the display. The sketch gives a fairly good idea of the action which should be depicted. At the back of the window a wall of cartons two cartons high, is built. At the center of this wall a pyramid is erected, while at either end three carton pyramids are erected. These are topped with bottles. On either side of the central pyramid there are two small pyramids built of small cans and topped with bottles. Just forward of the wall is a row of bottles spaced apart.



## Timely Window Displays



*The Window of the May Pole*

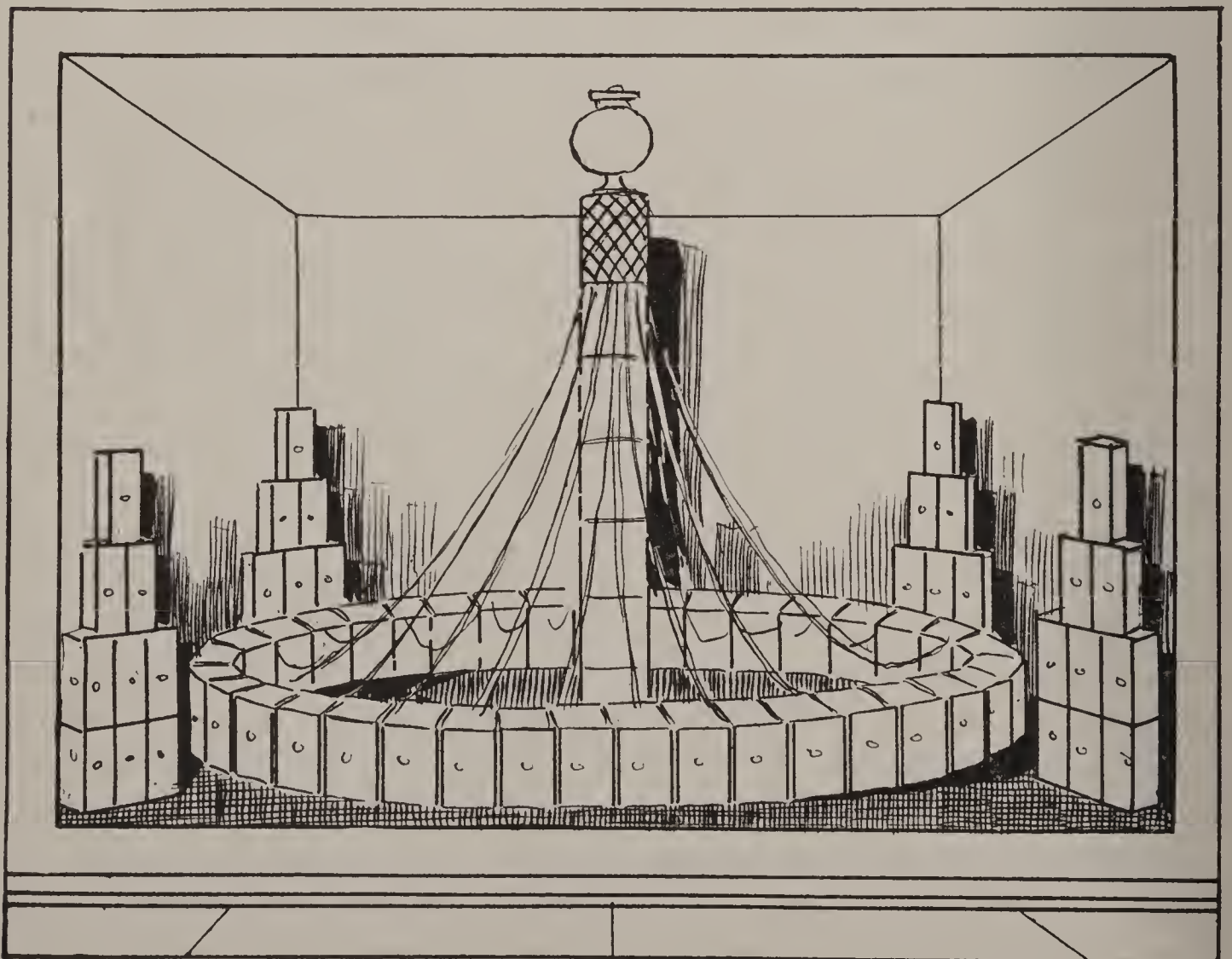
Here is the window for the merry month of May. If cans are used in this display with labels in which light blue predominates, it will be well to cover the floor with crepe paper of a delicate shade of pink. Across the front of the window eight groups of cans may be spaced apart, each group containing four cans, placed as close together as they will go and arranged conveniently with one can of the group placed pointing towards the window and with its label square with the window. Upon each one of these group of four cans two more cans are placed, one above the other, and topped with a bottle. If the size of the window does not permit of eight such groups without crowding, six or even four may be used according to the size of the available floor spaces. Towards the rear of the window and in the center of the space a May pole is built up by starting with four cans placed on the floor just as we started with four cans in each of the forward groups. The column is now built up by placing one can upon another until the four cans are built up to a good height, possibly eight cans high. A number of the smaller groups of cans (such as we have in the forward row) may be spotted about generously and conventionally within the remaining floor space, those in the rear being built up even higher than those in the forward part of the window, and all being capped with bottles. White ribbons are now started and wound about the top of the May pole in the basket weave design to some depth

## The Grocer's Window Book

from the top, from which point they loop gracefully to the different bottles where they are attached by double bows.

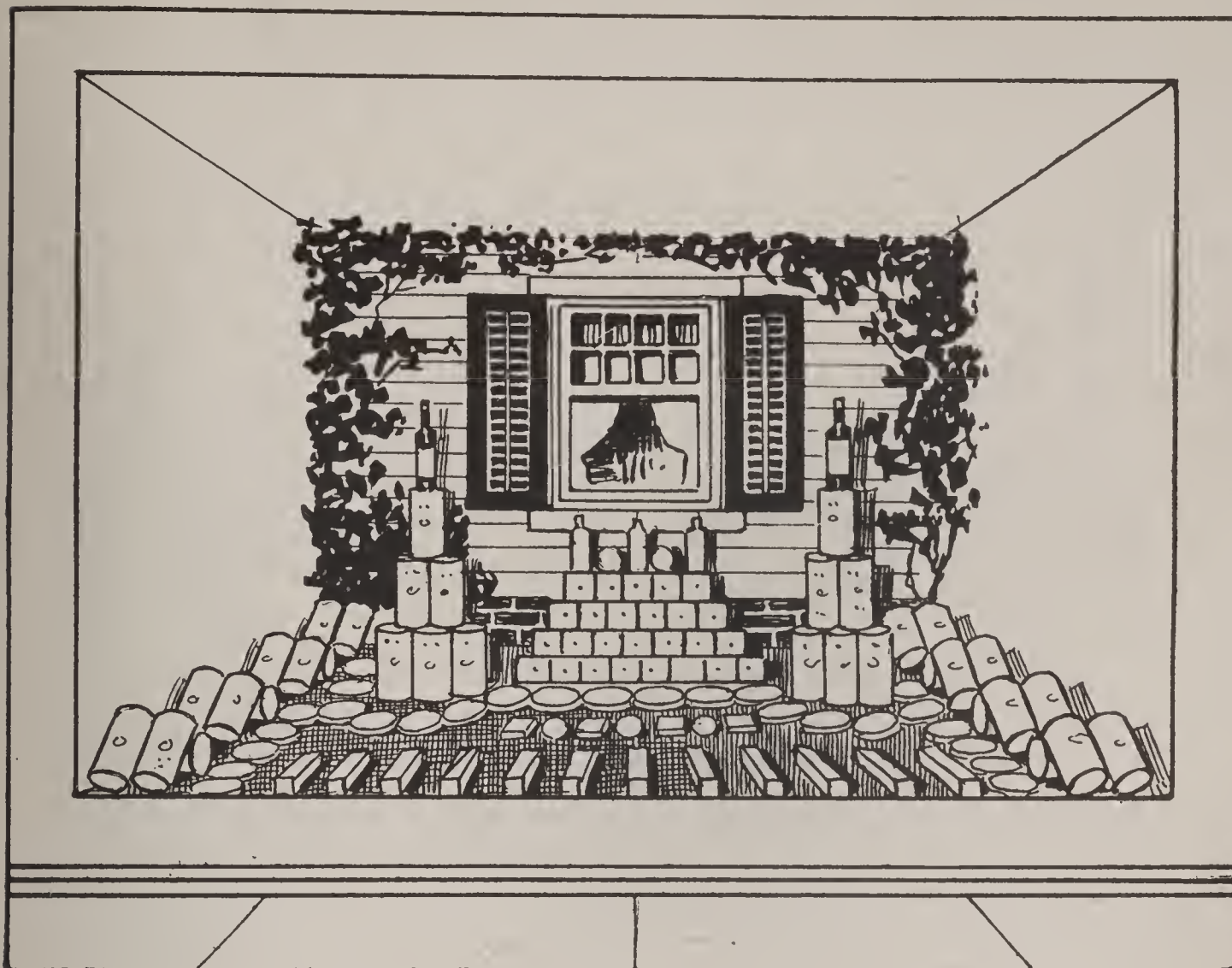
### *A Window for May Day*

In the center of the May Day window is a large column made of large sized cans, one above the other to a good height in the window. This column is considered as the May pole. On top of the May pole is a large jar of the glass globe variety filled with candies. In a large circle on the floor is a line of cartons only slightly spaced apart. Ribbons are draped from the May pole to each one of the cartons in this circle. The ribbons are attached to the top of the May pole, around the entire circumference of the top can. The next step is to weave these ribbons about the May pole down some distance from the top, at least to the depth of one can. From this point the ribbons are draped in a graceful sweep, each to one of the cartons. Care should be taken not to draw the ribbons tight, nor to make the lines straight from the May pole to the cartons. Plenty of ribbon should be used in each loop to get a graceful festoon effect. The ribbons used should alternate white with pink or pink with green. The shades of course should be delicate. In each rear corner is a pyramid of small cartons placed diagonally across the corner. In each of the two forward corners is also a pyramid of small cartons and placed at an angle.





## Timely Window Displays



### *Ring Up Sales by Showing Bride's Window*

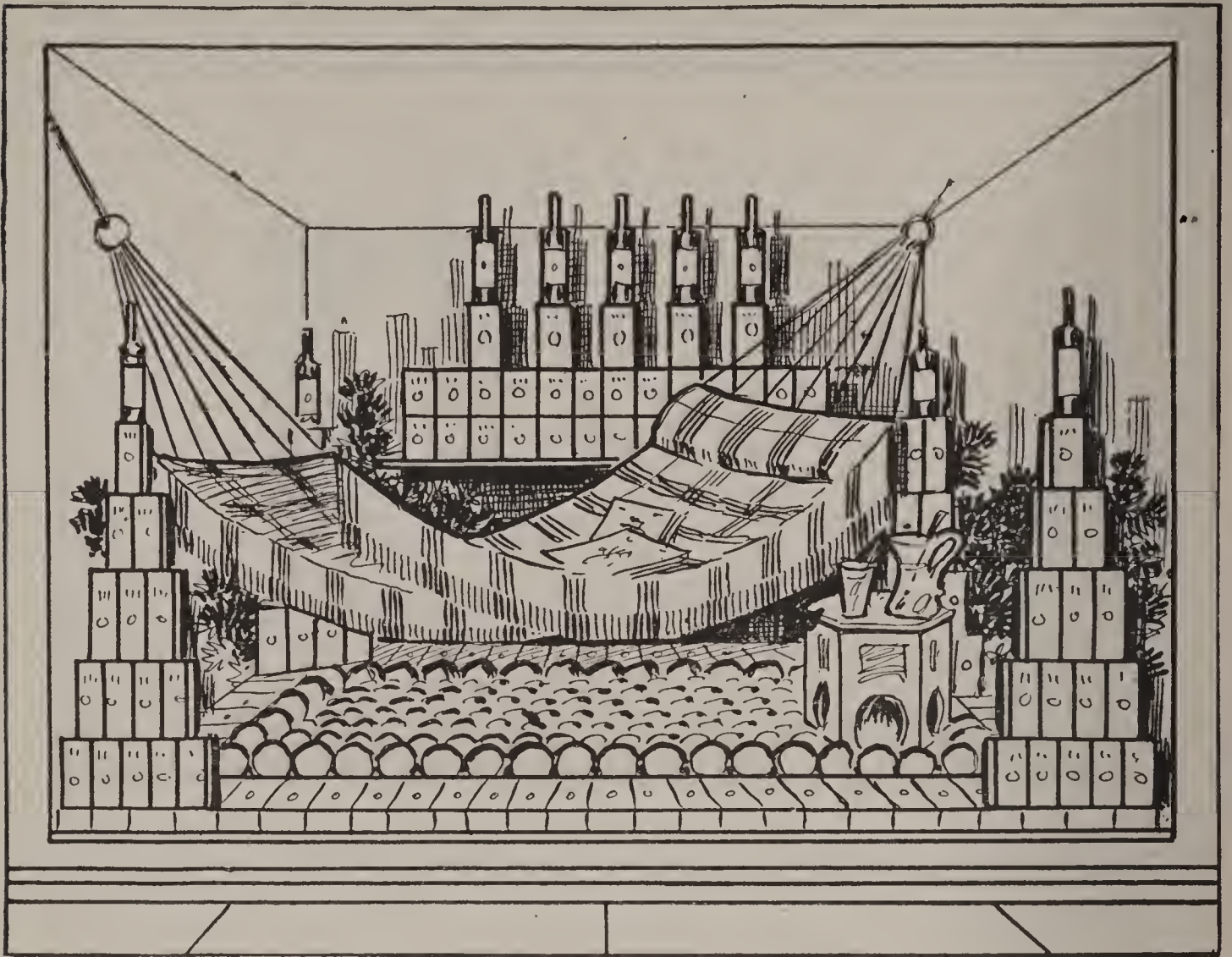
A framework of light lumber is built to fit the back of the window covered with unbleached muslin and papered with white paper. A card writer or sign painter will take the job up at this point and sketch in the light gray siding, the green shutters, the white trimming around the window and the white window sash. The red brick of the foundation extends across the window below the siding.

Real vines are now draped up the corners and across the top in not too conventional a manner. If the artist is sufficiently ambitious, the frame may be so built that the window is shown open with actual lace curtains hung back of it and a life-sized lithographed cut-out of a girl placed in the window.

On either side of the floor display is a double row of cans, each pair tipped up towards the front of the window and held in place by putting another can horizontally crosswise beneath. A pyramid of cans on either side of the window towards the rear is topped with a bottle. A truncated pyramid of small cartons is topped with bottles alternated with oranges.

A row of flat cans such as are used for fish, runs around the floor space to form a border following the contour of the part of the display which has already been placed. Across the front of the window is a row of macaroni cartons extending from one forward corner to the other and placed horizontally.



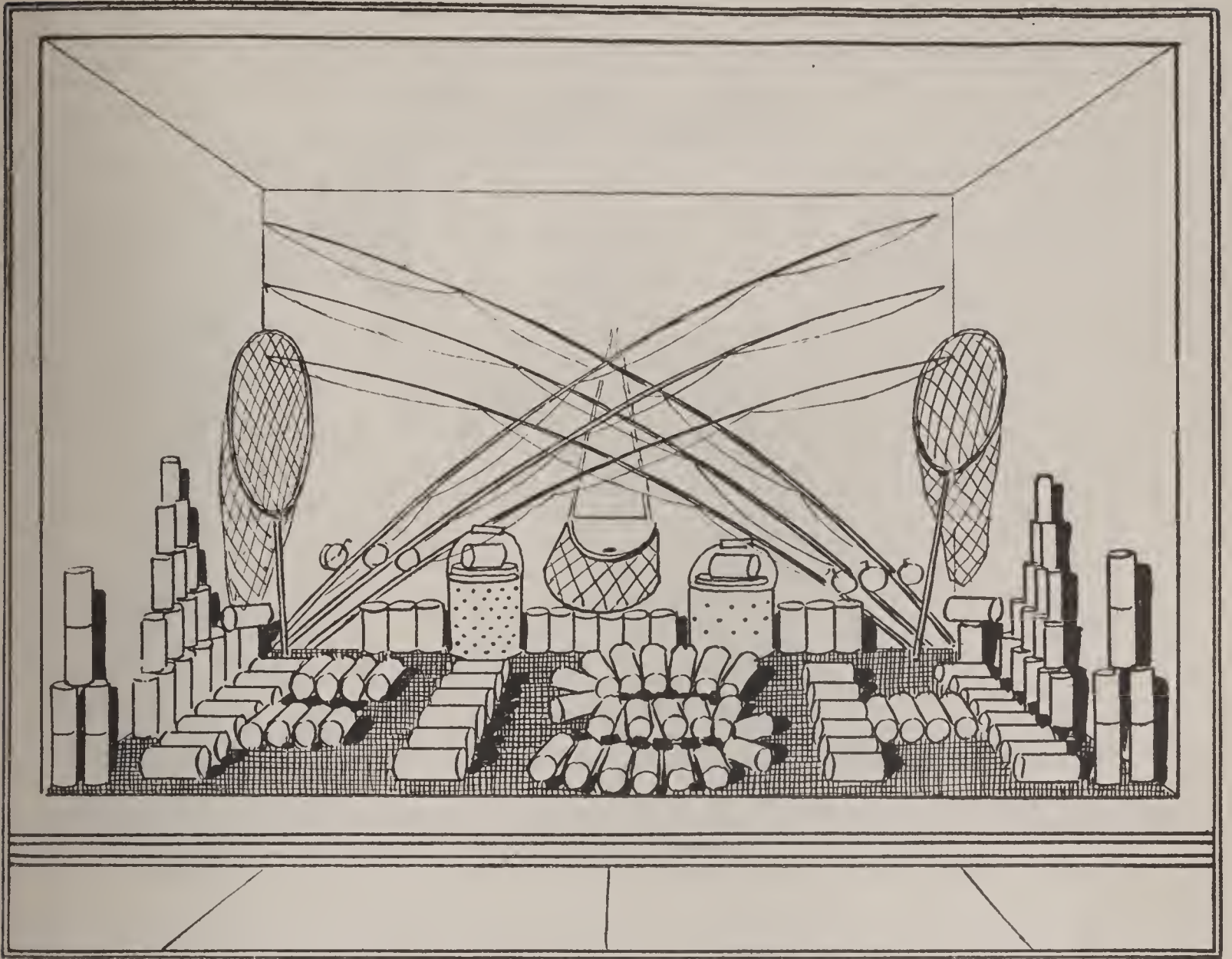


*A Hot Weather Hammock Window*

The hammock window is a hot weather window and if a little enthusiasm is used in its arrangement it will effectively flag the public on a hot day. The hammock, the magazines, the pitcher of lemonade, the glass with a straw and a liberal display of charged beverages and a liberal arrangement of leafy green boughs is the system used here. The hammock is hung from the left forward corner to the rear right corner; one with attractive coloring harmonizing with the colors in the goods used and with the oranges on the floor, the lemons, and the magazines in the hammock. A shelf at the rear of the window has an arrangement of cartons topped with bottled goods. A border of cartons runs around the entire floor space. At each corner of the window is a tall pyramid also made of cartons and topped with a brilliant bottled beverage. The floor inside of this carton border now has a border of oranges and within this border of oranges the floor space is covered with lemons. If the fruit is dipped in wax before it is placed it will surely save changing frequently. A tabourette supports the pitcher of lemonade and the glass with the straw, the top first being covered with a neat white napkin. The arrangement of the foliage is very important, liberal branches of fresh green leaves producing the coolest effect.



## Timely Window Displays



### *Fish Products Offer Timely Display Idea*

When the warm weather comes again, an attractive display of fishing tackle with all its accessories is bound to bring back fond memories and to excite a longing for the coming vacation, and especially to create an interest in the fish display which is arranged in the foreground.

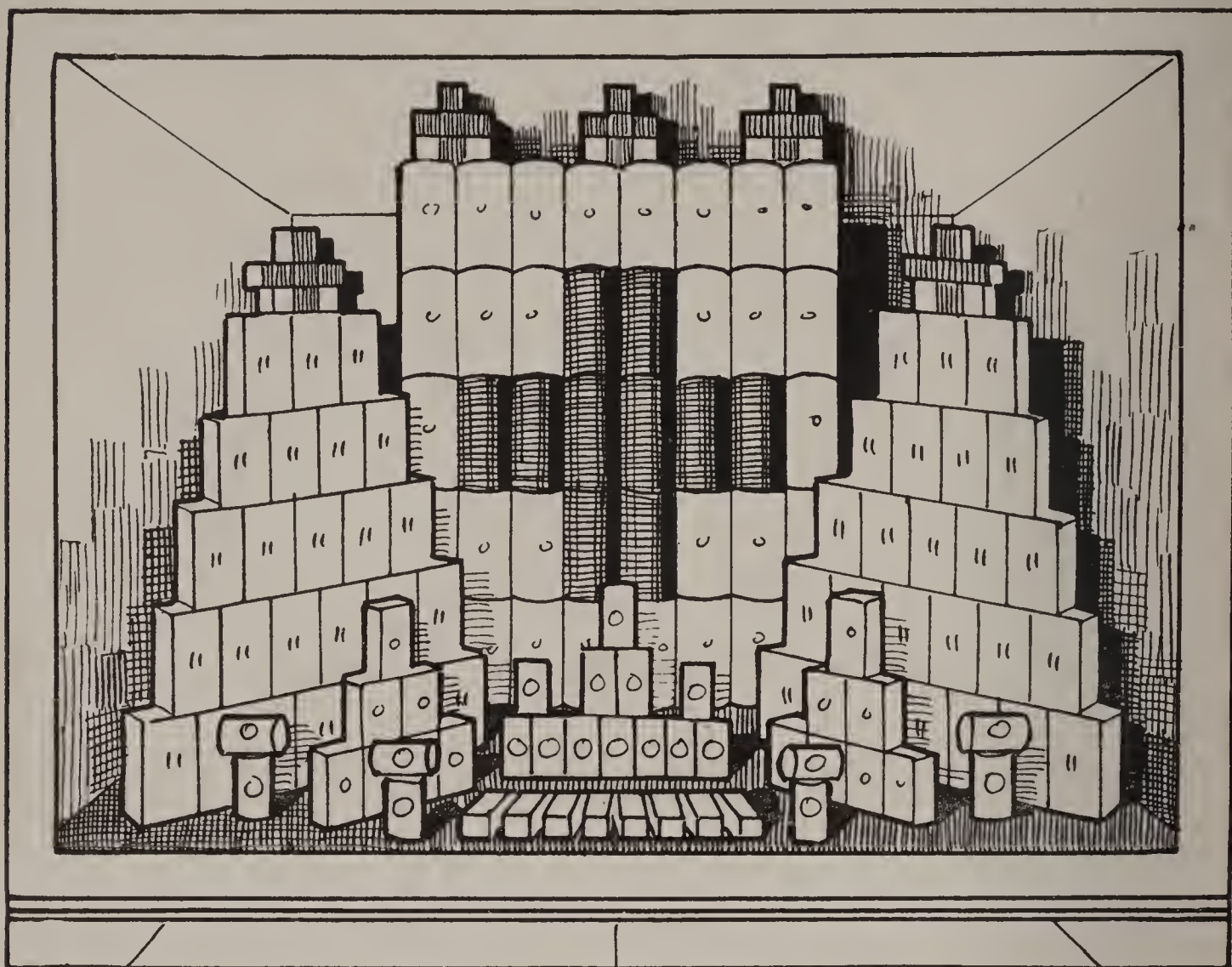
The fishing tackle which is displayed in the background will gladly be lent by a sporting goods house if a placard is displayed announcing that the goods are there through the courtesy of the lender.

Six attractive fishing rods of different weights are arranged against the background, three leading upward and across the window from each lower corner. A minnow net is shown in each rear corner. A basket and a couple of minnow buckets are shown near the center of the window.

The floor space is bordered with a row of canned fish of different varieties and sizes. At the ends of the window these are built into pyramids. Covering almost the whole floor space, the word "Fish" is spelled out in large letters, fish cans being used to produce the effect. The floor covering should be of such a nature as to contrast in a marked degree with the coloring of the cans in the letters.

For use in this display we might suggest such fish as crabs, salmon, oysters, shrimp, lobster, fish flakes, cod, tuna, sea clams and sardines.





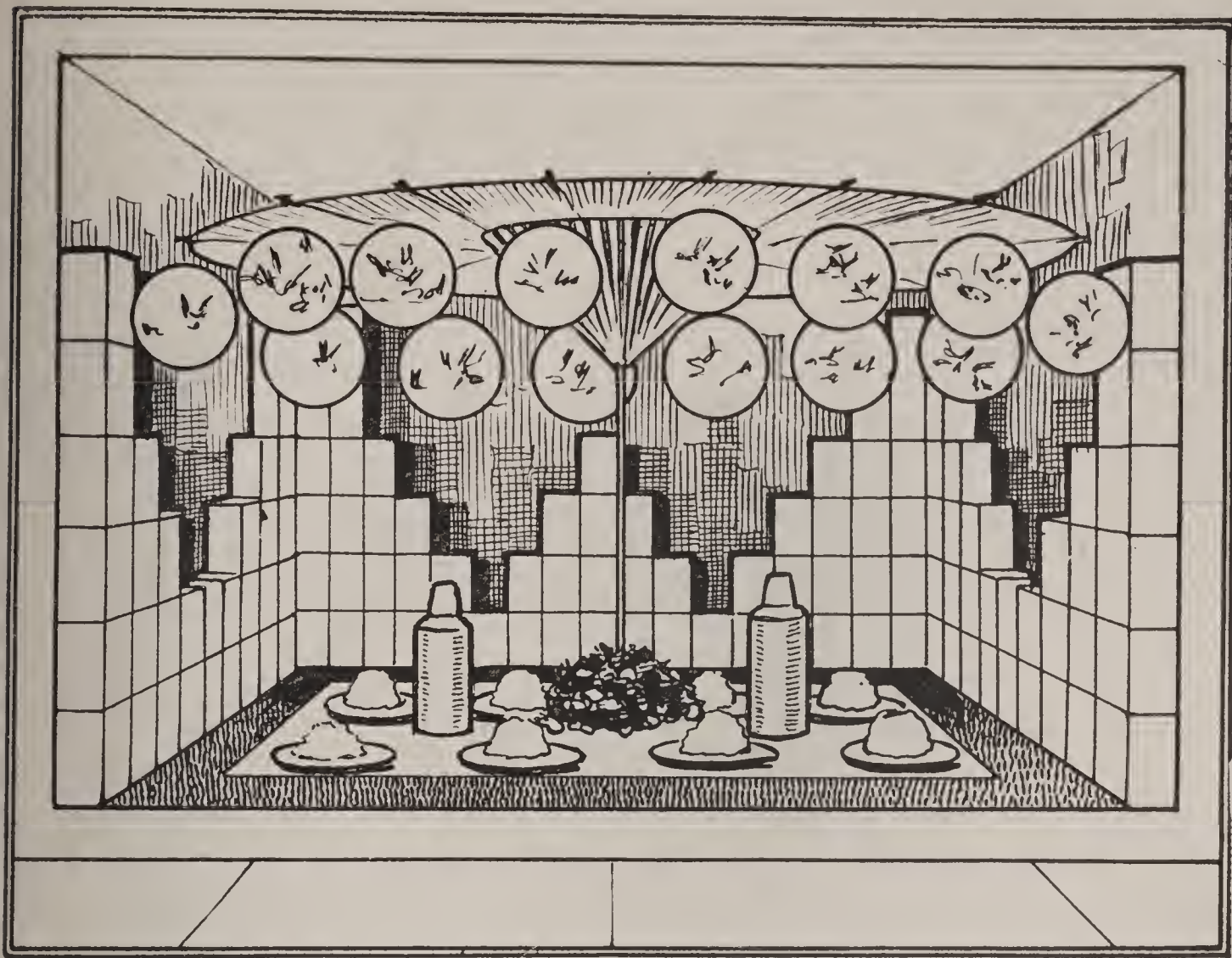
### *The Window of the Red Cross*

Built up at the back of the window is a high wall of cans occupying about two-thirds of the window. Most of these cans have white paper labels printed in pale blue or possibly pale green. As the wall of cans is built up, the red cross is worked in by using cans covered with red labels, the red cans being worked into each row of the display in such a way as to form a red cross as shown in the sketch.

On top of this wall of cans, small red crosses are made by using five small red cartons and two small white ones of exactly the same size, the two small white ones being used to support the red cartons which form the horizontal bar. In each lower corner is a pyramid of cartons with pale blue predominating. On top of each pyramid is a small red cross formed of small cartons arranged similarly to those on top of the wall. Between these two, and forward of the wall of cans, is a small pyramid built of cans with white predominating. In the forward part of the window and centered is a short row of small cartons somewhat spaced apart and with the bottom of each carton towards the plate glass. A few cans vertically placed are topped with horizontal cans. Red Cross posters may be used with good effect.



## Timely Window Displays



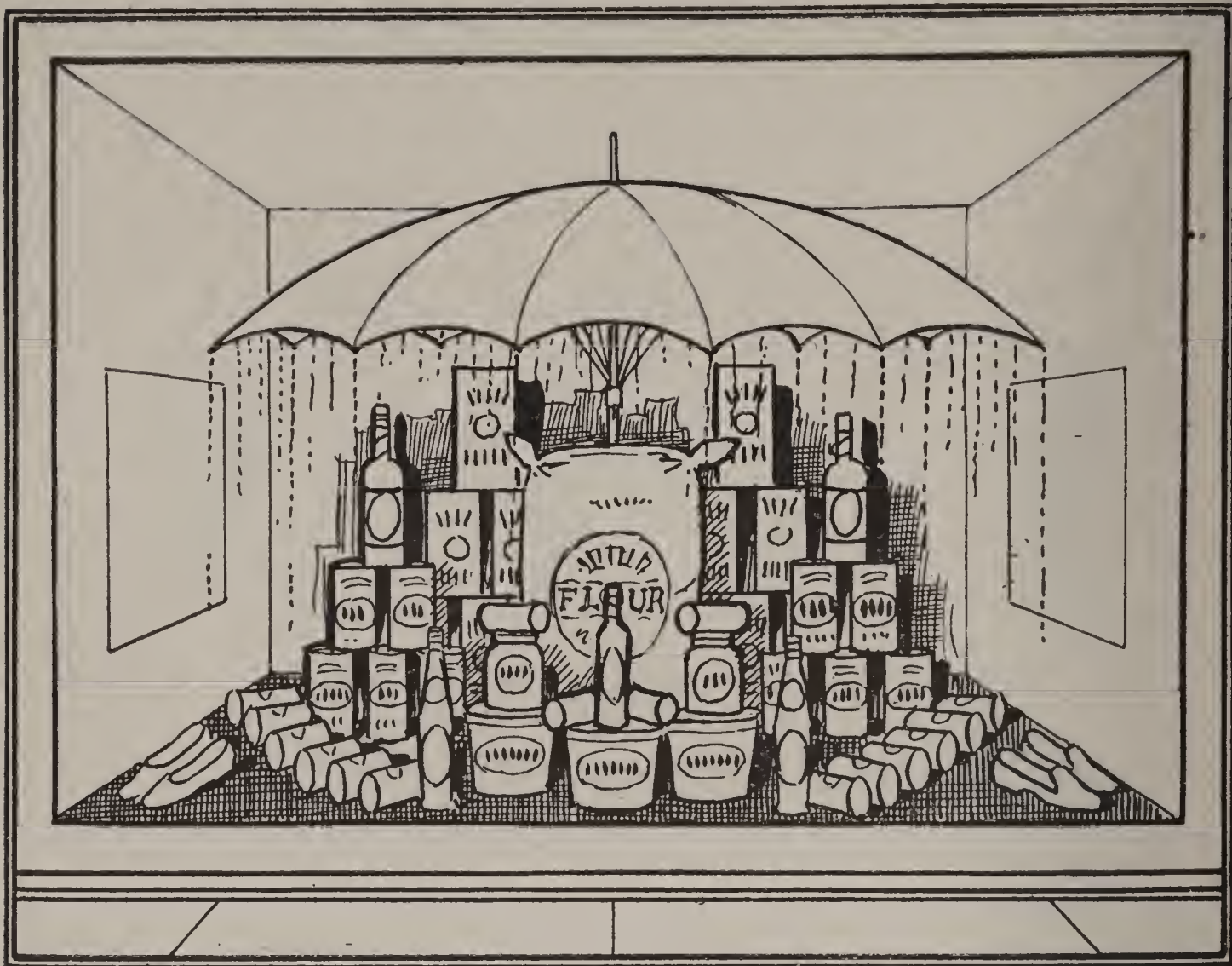
### *Lawn Party Trim Invites Attention*

A line of grocery goods such as might be suggested for a lawn party may be used for display purposes in the idea illustrated here. A very large Japanese umbrella is erected in the center of the window, the handle being mortised into a wooden block which is heavy enough to hold the whole arrangement firmly upright. The floor is first covered with a white tablecloth. The block is centered upon this cloth and the Japanese umbrella handle inserted. The block is covered over with green leaves and a sprinkling of white flowers. Around the circumference of the umbrella, Japanese lanterns are hung. Electric wiring provides a small light in each lantern.

Around the three sides of the window, cartons or cans, whichever are most convenient, are shown built up high at the corner and stripping down toward the center with a small pyramid at the rear.

The floor space between the table cloth and this border of canned foods or cartons may be covered over with imitation grass, such as green moss or green crepe paper. China plates placed around the edges of the table cloth are heaped up with the products displayed in the cartons or cans. Where coffee is displayed, thermo bottles may be shown as a suggestion for keeping it hot.





### *Groceries for a Rainy Day Aptly Displayed*

This display should suggest to the customer the need of laying by something in the way of provisions for a rainy day. Groceries placed in an artistic group show up extraordinarily well when topped by a large umbrella. The idea of being ready for a rainy day is growing more and more popular, and a grocery idea along this line shoots at the mark.

A large canvas umbrella such as is used at the beaches and on delivery wagons for sunshades, is placed in the window in such a way that the goods are stacked up beneath it, and to be sheltered by it.

In the center is a large sack of flour. Just back of this and on either side are pyramids of breakfast food in cartons. Pyramids of coffee in cans are displayed just in front of these, topped by bottles of vinegar.

On the floor are curved lines of cans lying flat containing soup. In the center are small pails of shortening. Upon the center pail is a large bottle of olive oil and upon the two pails at the sides are large jars of preserves or jams, with horizontal cans placed upon each.

In each forward corner of the window is a pair of bright, new, shiny overshoes, a very small pair of ladies' shoes occupying one corner, while a very large pair of gentlemen's shoes is placed in the other corner. Long and short strings of silver tinsel are hung from the edge of the umbrella to produce the effect of water dripping down. The more liberally the tinsel is used the better will be the effect.



# Timely Window Displays

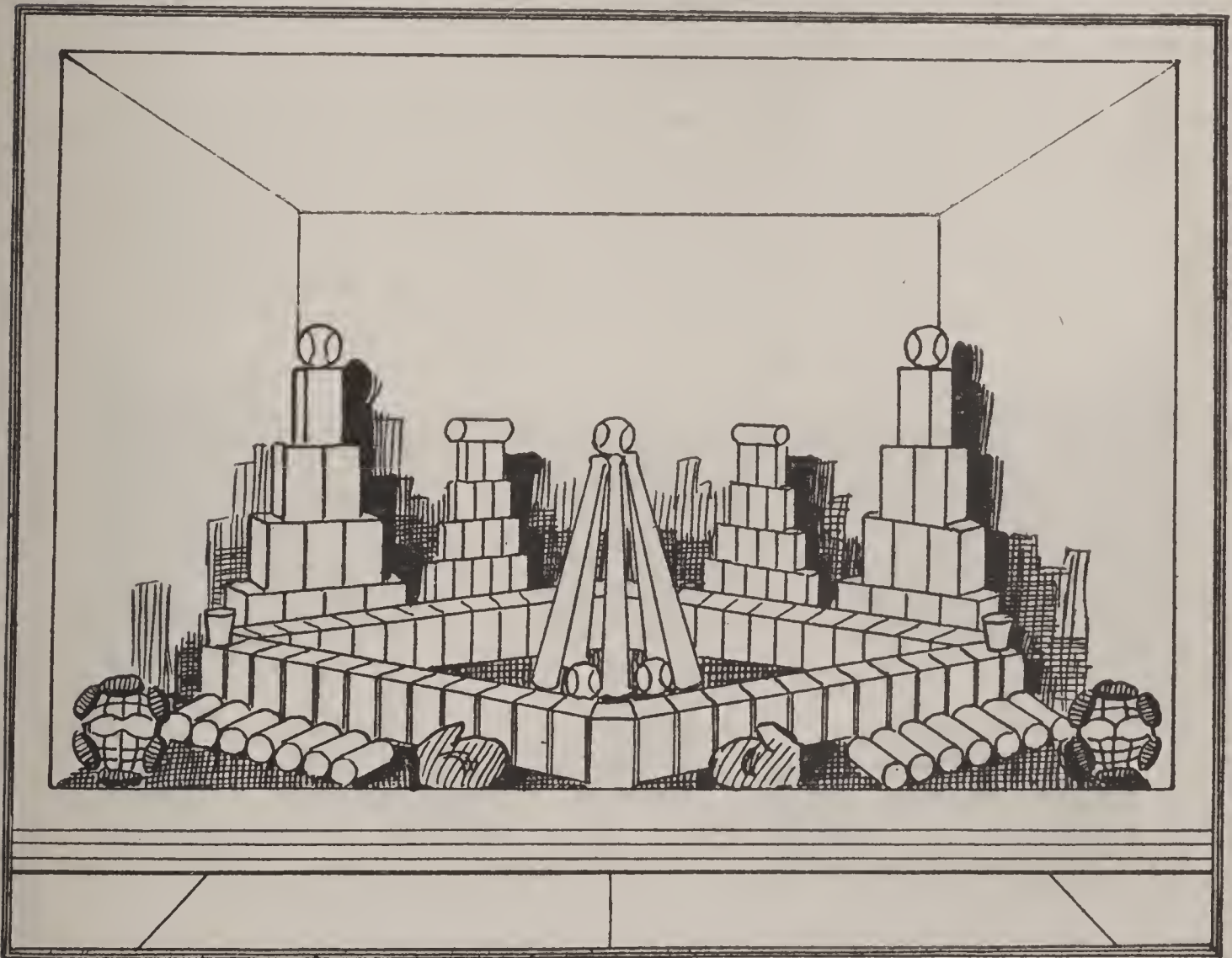
## *Baseball Diamond Display for Scoring a Hit*

The national game is one of paramount interest to many and a diamond built in the window would seem a striking idea for getting the attention of the public.

The accompanying sketch represents a diamond running the full length and width of the window. This diamond is laid out with a row of cartons, within which baseball bats are stacked and wired at the top, being topped with a good league ball. Balls are also placed on the floor in the spaces between the bats.

Pyramids of large cartons are arranged, one in each rear corner and each topped with a baseball. Two pyramids of smaller cartons are built up near the back wall and just inside these two large pyramids, each topped with a horizontal can. On the floor and forward of the diamond, following its lines, are short rows of cartons or cans placed longitudinally.

A couple of baseball bats and also a couple of gloves or mitts are put in the open spaces in the forward part of the window. If it is desired, a few prizes in the way of balls, bats, masks and gloves may be offered to interest the boys in the sale of goods.



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## *"Classy" Display Solves School Lunch Problem*

School days represent a period of the year whose approach along with the cool days of September should be heeded for promoting sales along certain lines. Among the subjects of every day affairs choice morsels in ready-to-eat products occupy much prominence.

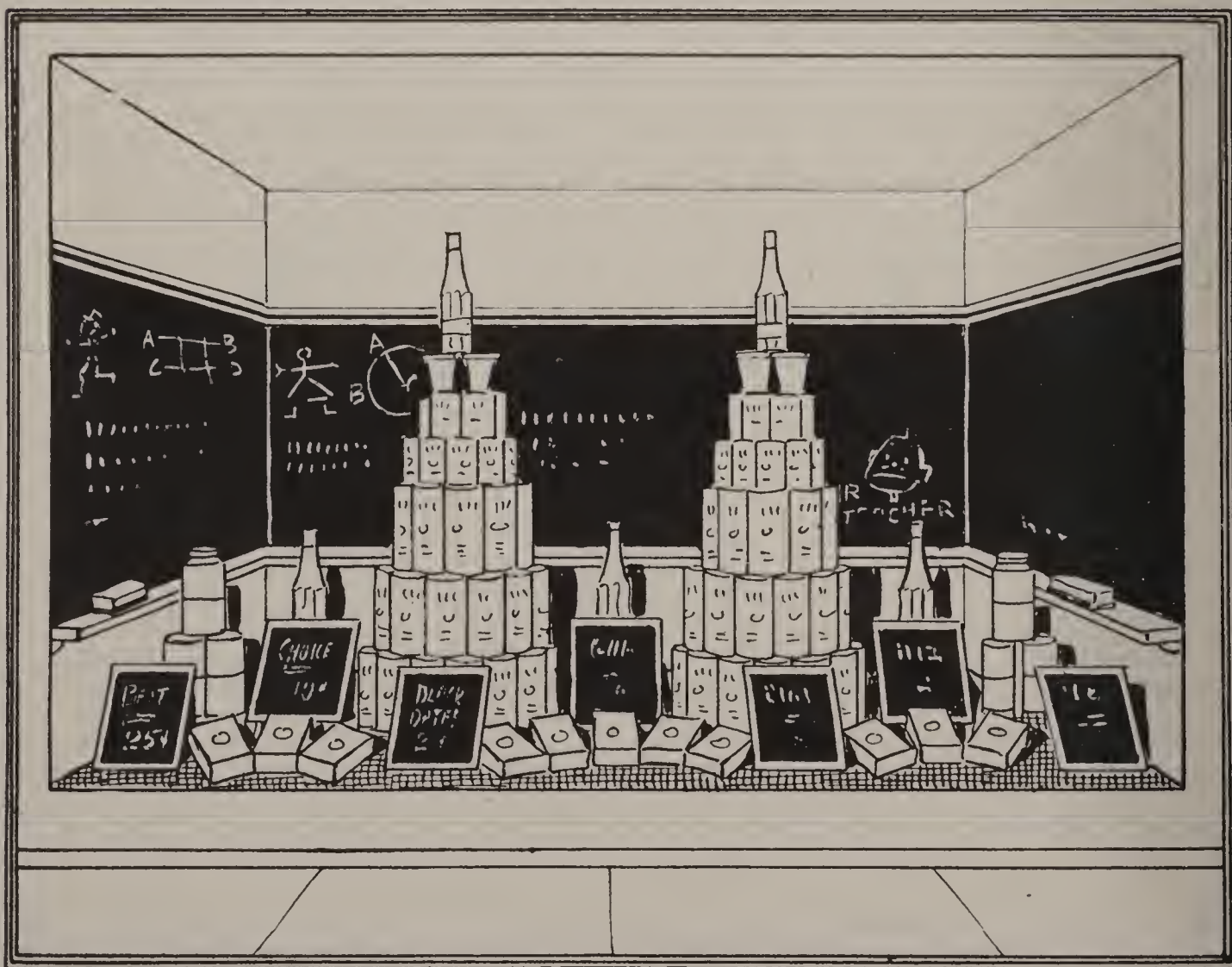
A blackboard is built across the back and the two sides of the window.

Regular blackboard material may be used or ordinary dull black paper may be stretched on a wooden frame, one frame each being used for the back and two sides. A piece of moulding is run around the lower edge of the boards to hold erasers and chalk.

A few rough diagrams of geometry propositions, some childish drawings, etc., may be mixed in with announcements concerning the lines of goods carried, their prices and desirable qualities.

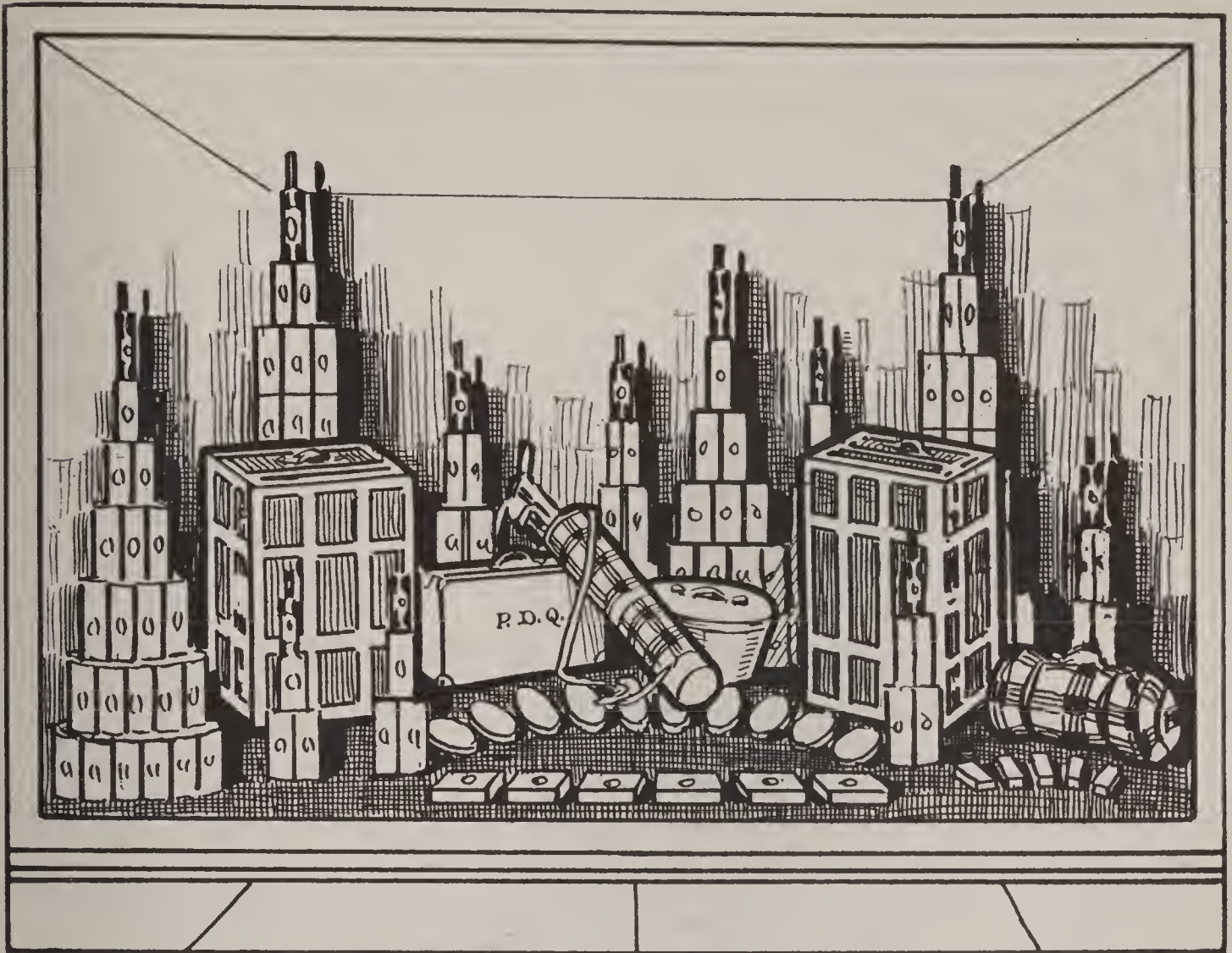
Two large pyramids of canned foods are build up against the back of the window, topped with jelly glasses and catsup bottles, which rest upon a tier of honeycomb frames. The lower part of the pyramids is built of cans of pork and beans and olive cans.

Glass jars of strained honey are arranged in two groups, one at each end of the window. On the floor are boxes of dates and figs and cans of deviled ham. Arranged through the window are a number of school slates, arranged conveniently, and on these are lettered prices and advertising messages.





## Timely Window Displays



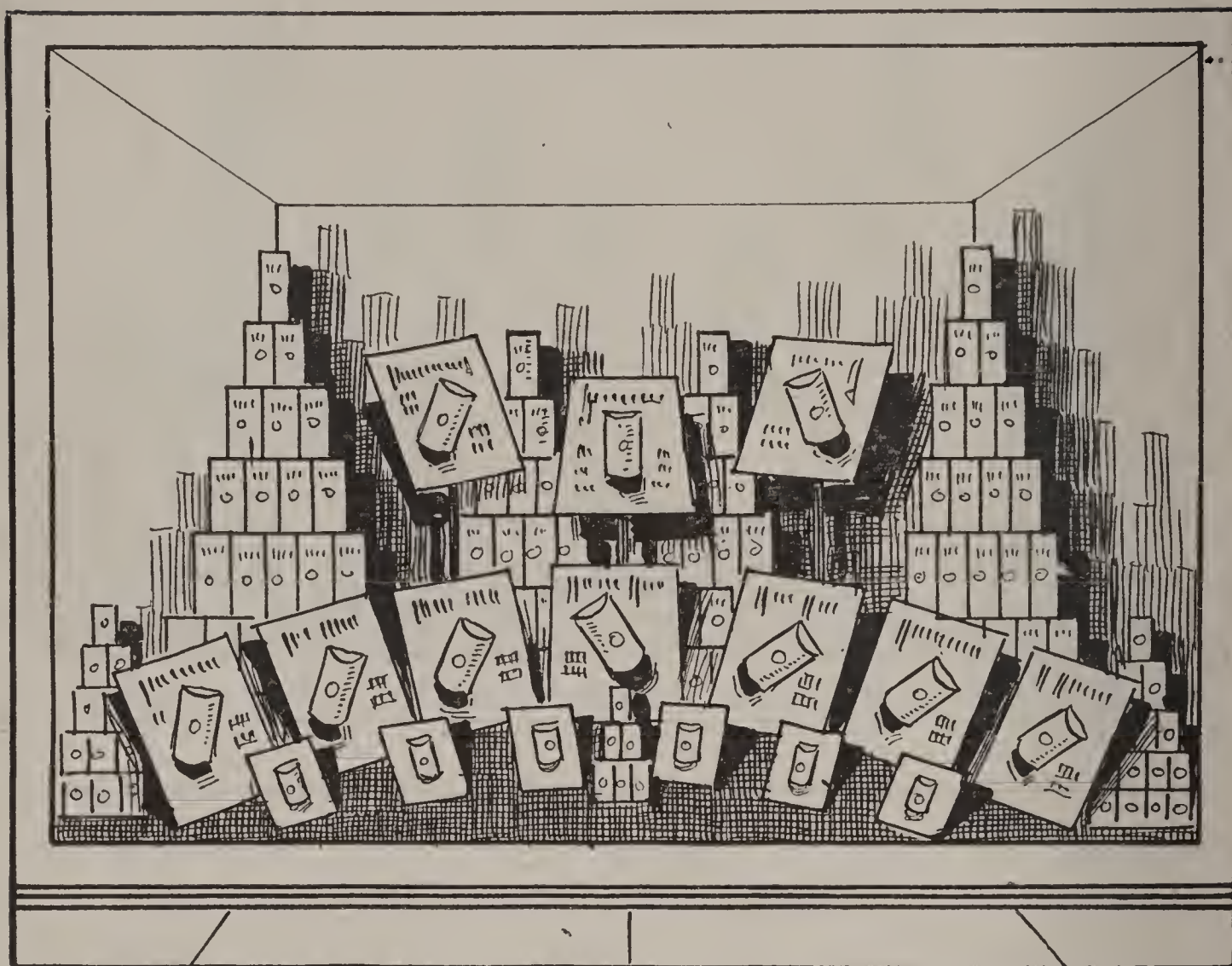
### *A Window for the Summer Traveler*

During the summer vacation period a very popular subject is the eats for the traveler. The accompanying display is arranged to attract the attention of the prospective traveler and to suggest to him an appetizing list for the traveler's lunch box. Usually no expense is spared to make this box appetizing and inviting. A little judgment used in selection of goods displayed with this idea will not come amiss. A couple of trunks of an up-to-date popular design will be loaned by a trunk dealer. A card should be attached, giving him credit for his courtesy. Suitcases, bags, hat boxes, shawl-strap baggage and golf sticks make up this part of the display. A column in each rear corner is made of cartons topped with a bottle. Smaller pyramids in between are also topped with bottles. A larger pyramid in the foreground on the left side is capped with a bottle. A semi-circle of sardine or salmon cans forms a good line just forward of the baggage. Small pyramids three cans high in this section are also topped with bottles. Beverages may well be introduced along with sauces, salad, pickles, mustard, horseradish, etc., especial attention being given to appetizers.



## CHAPTER THREE

### Displays for Canned Foods



*Placard Cut-out Window Display*

**C**LEVERLY displayed windows are what get the attention and hold the trade. Good displays precede delivering the goods, and if you want to profit by experience along this line the best way to do it is to follow a planned out idea and construct it into a reality, making whatever changes that you see fit for your particular window. Arrange a display that looks well and you will feel an interest in watching the people watch your window displays that pleases them and you. Build a window trim that pulls the people on your side of the street and the result is—business for you!

So especially true is this in the case of canned foods that the grocer should give special care and attention to the displays of canned foods. Every occasion throughout the entire year calls for canned foods of one kind or another. There is a canned article for every meal and every occasion. Canned foods should always play a prominent part in displays. Here follow a few suggestions for displays of canned foods.

Ten large placards with cut-outs in the center vertically and diagonally as shown so that canned goods may be inserted half way through with



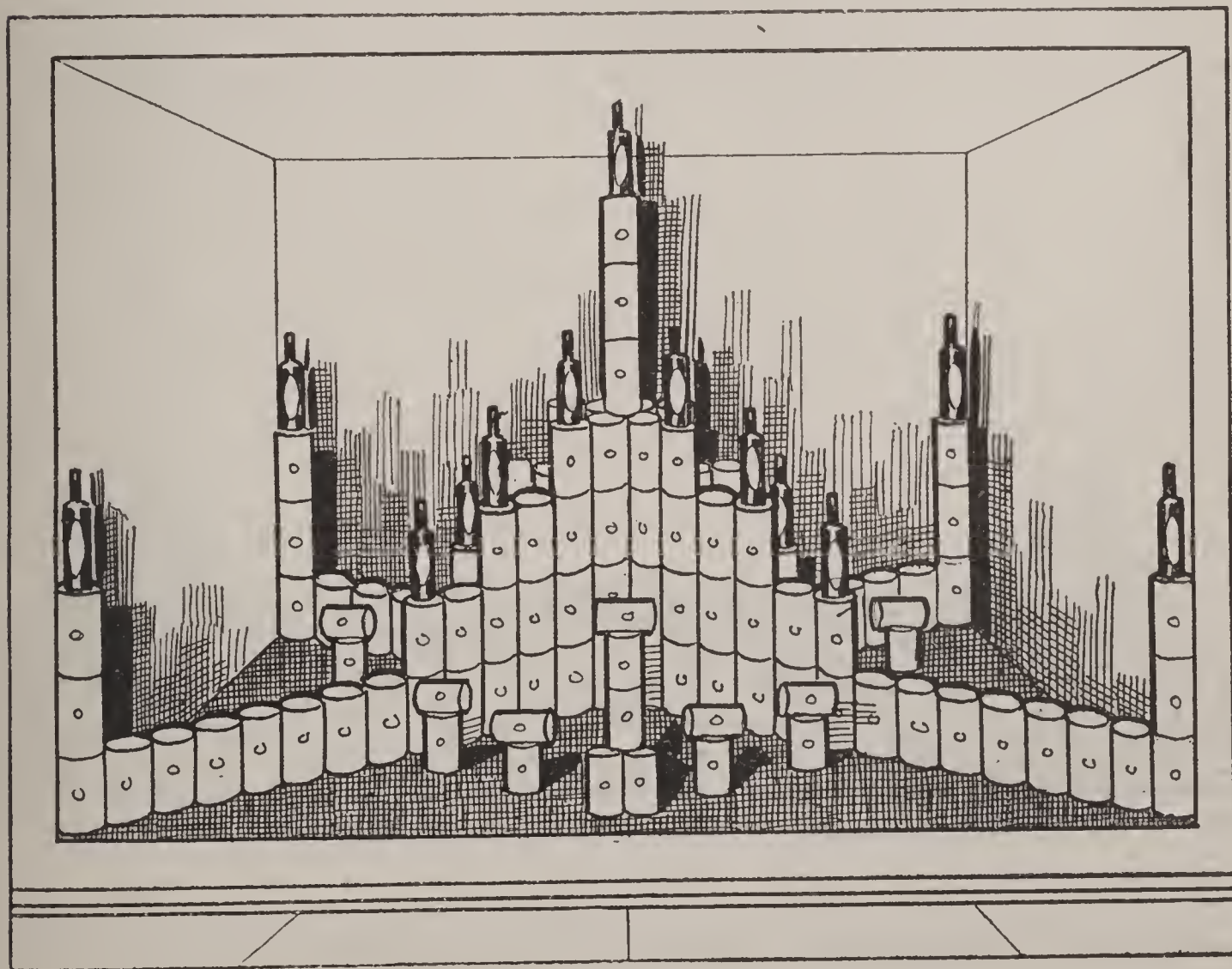
## Displays for Canned Goods

a perfect fit are lettered by a card-writer, giving prices and boosting quality. Six small cards with similar cut-outs to accommodate small cans and also lettered and brilliantly decorated are an important stock in this exhibit. In each rear corner of the window is a tall pyramid of cartons. Twin pyramids at the rear of the window are built of canned goods. Forward of these three wood standards display three of the large placards with canned goods inserted in the cut-outs. Upon the floor and in the semi-circle are seven large placards with cut-outs and cans inserted, lettered and decorated as suggested. Forward of these still is a small semi-circle of six smaller placards with the inserts already described. At the forward center of the floor space is a small pyramid built of quite small cans. In each forward corner is a pyramid built to medium height with a medium sized can.

### *The Window of the Diagonals*

The lines of this display are rather unusual. The foundation consists of diagonals made of cans, one drawn from the rear left corner to the forward right corner, the other drawn from the forward left corner to the rear right corner. These diagonals of course cross at the exact center of the window where the highest point of the display is built up.

The cans as stated are first arranged in rows along these lines. In each corner of the window they are built up three cans high and topped



## The Grocer's Window Book

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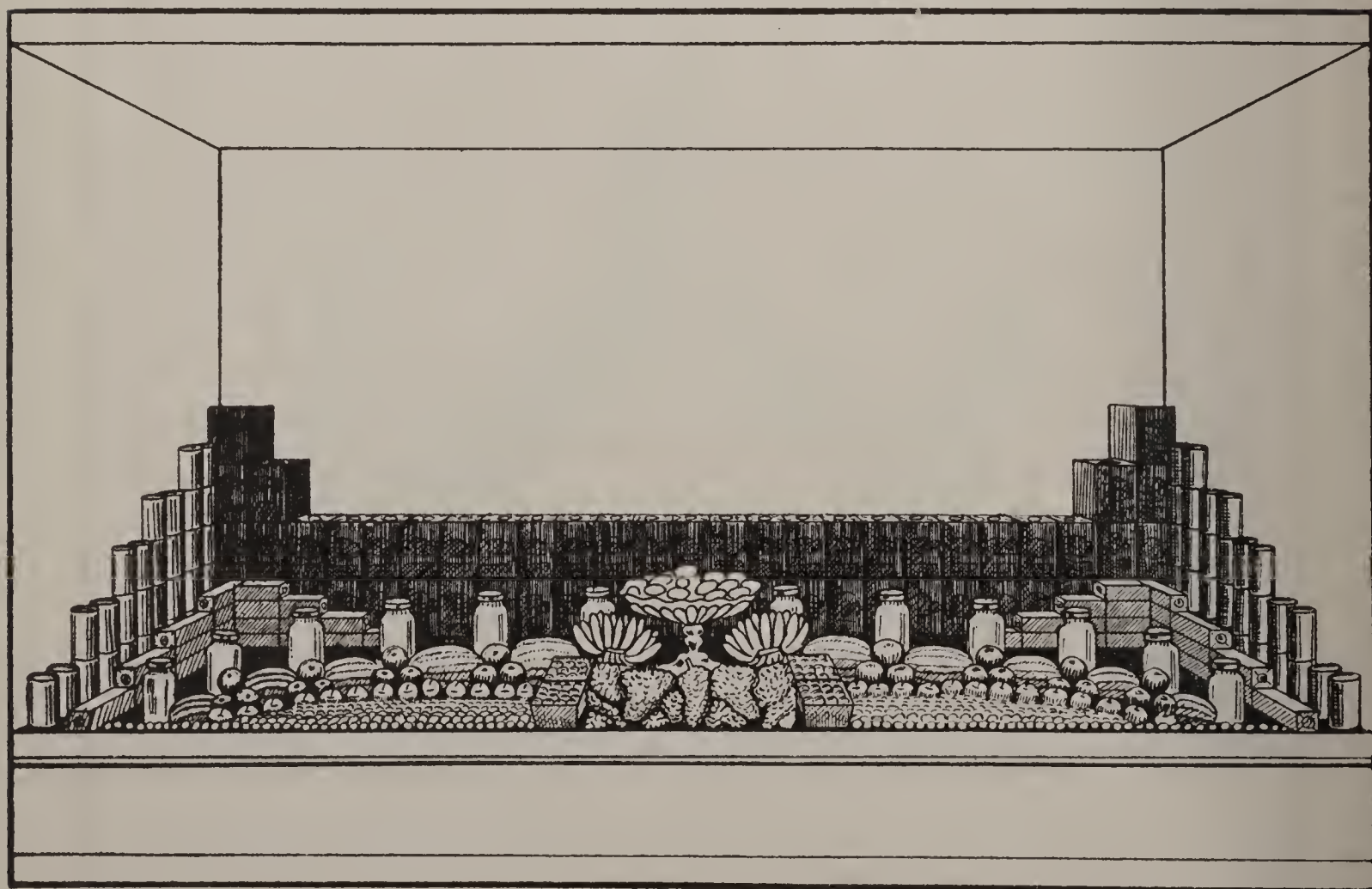
with a bottle. At the center of the window a pyramid is built up with four wings which rest on the diagonals already described. This pyramid is built up to a height of four cans from the floor. The steps in the pyramids are two cans deep and upon the end can of each step rests a bottle. In the spaces left open on the floor, single cans are placed vertically and topped with horizontal cans. In the forward central space three cans placed together support a column of two cans vertically placed and topped with a horizontal can.

### *Contrasting Fresh Fruits with New Pack*

The drawing shows in the foreground of the window the wind-up of the season in fresh fruits. They become "higher and fewer" in all sections of the country as October rolls into November. The window is intended to remind that the season for fresh fruits is over and a demand for your bottled and canned products of fresh fruits will grow apace.

There can of course be no question as to the purity of the fresh article at the front of the window shown in the above cut. If the display is one made up of clean, bright, fresh stock, properly arranged, there is no question as to the purity message it carries.

Now, then, at the rear of the window is shown the next step in fruits—the jars of the preserved article and the cans of the canned fruits and vegetables.



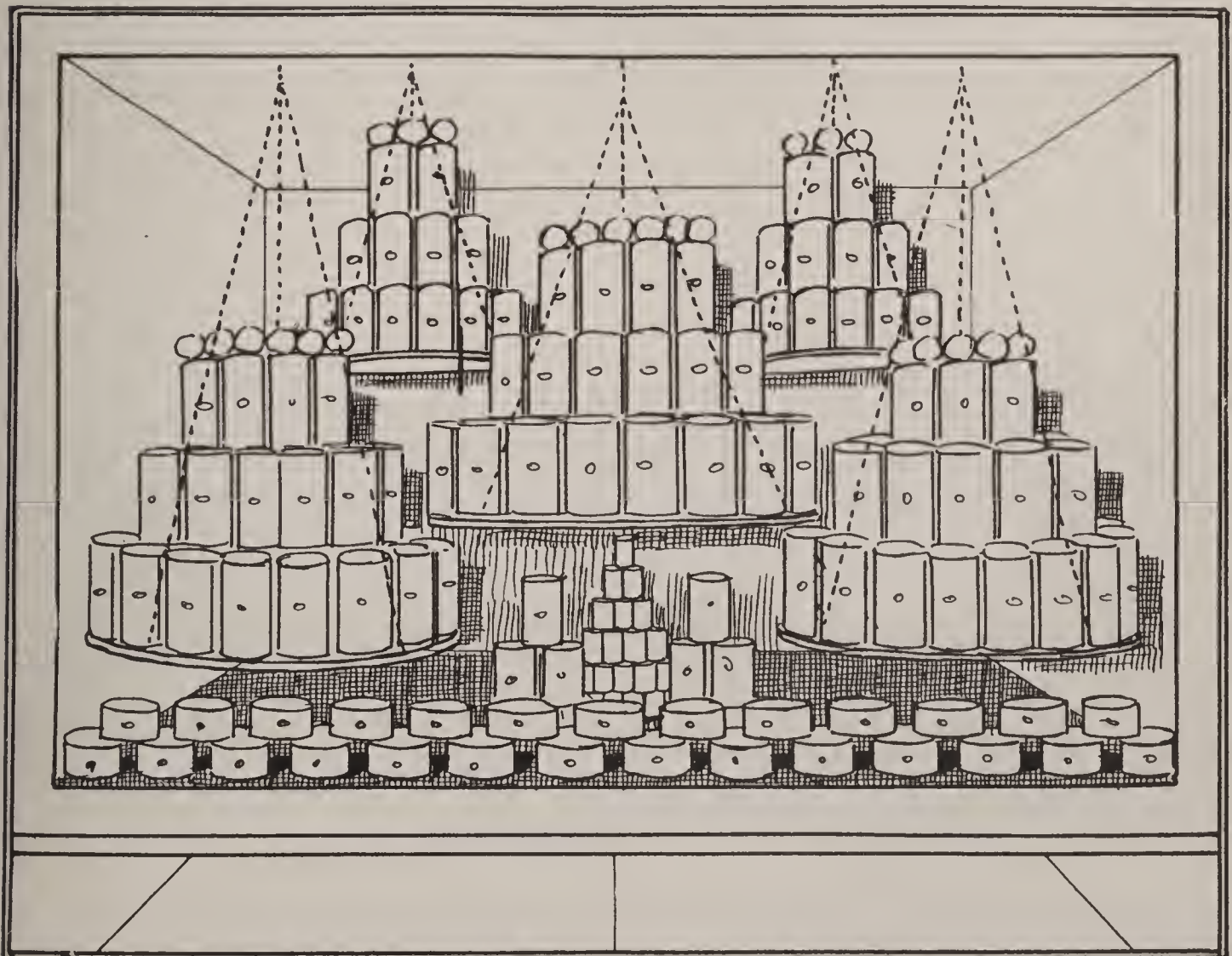


## Displays for Canned Goods

Show and talk the jars of preserved and the canned fruits always when the women ask for the fresh article. Pretty soon there will be no fresh goods to talk about and your campaign on the best brands will be under good headway.

### *The Hanging Pyramids*

An unusual display for canned foods is this hanging pyramid window in which five pyramids are suspended from the ceiling by means of strong wire. The main attraction of the display is the hanging effect. Three large pyramids and two smaller ones at the back make up the display. A circular framework is made of boards. To this is attached three strong wires, evenly placed around the edge, coming to a point at the ceiling in which is screwed strong screw eyes. For building up the cones or pyramids, a basis of empty boxes should be used so as to lighten the load as much as possible. Care must be taken so that the load on each framework will be evenly distributed. Along the floor at the front of the window smaller cans are placed. A row of cans, placed overlapping each other, faces the window with a series of three small pyramids in the center of the window behind this row of cans. This display can be worked out in a number of different ways. Each of the hanging pyramids may represent a different vegetable or fruit, or they may be mixed. Color combinations can be worked in to give a pleasing effect.





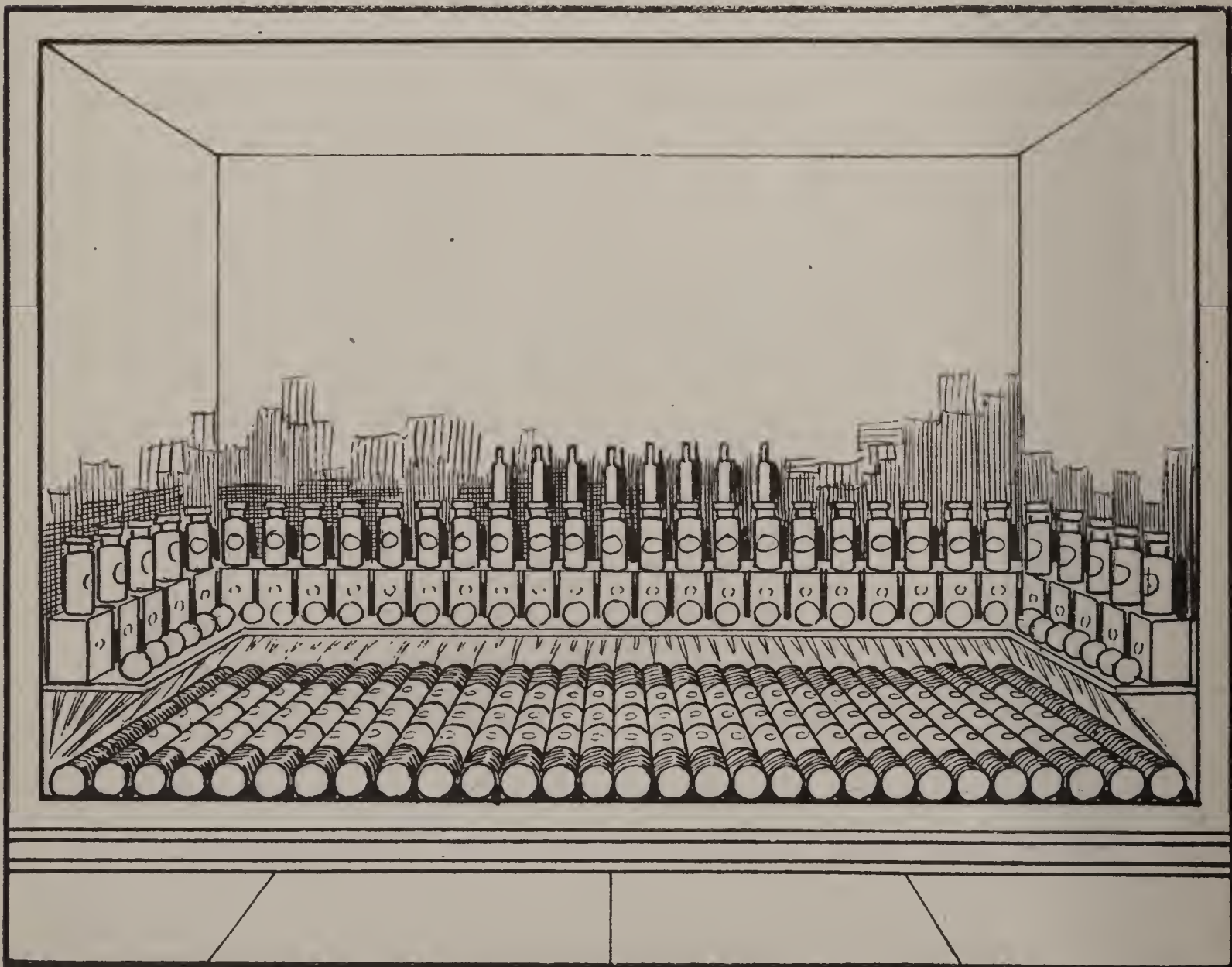
# The Grocer's Window Book

## *Canned Foods Form Pleasing Floor Array*

The floor of the window here shown is covered completely with cans of fruit, arranged in rows running from the front to the rear of the window and placed so close together that not a bit of floor shows anywhere. A border of dark colored cans runs around the entire floor space, the cans within being decidedly lighter in shade. The arrangement forms a unique and attractive floor covering, easily placed.

Around the three sides of the window and about two feet above the flooring a shelf has been built. Cheese-cloth is gathered and tacked all around the edge of this shelf and drawn down to the floor corner where it is stretched and tacked. The shade of the cheesecloth should be selected with care to match exactly the predominating shade of the labels of the lighter colored cans of the floor display. Extending clear around the length of the shelf is a row of cartons carefully spaced. Upon each carton is a jar of preserves carefully centered and with its label pointing directly toward the center of the window or the front, as the case may be.

At the rear of the center of the window seven or eight of these preserve jars are topped with small bottles, to break the line which might otherwise be monotonous. Around the length of the shelf again is a row of oranges, one placed in front of each carton.





# Displays for Canned Goods

## *Baked Beans and Soups in Combination Plan*

Baked beans are recognized as desirable fuel for the human system and make good material for winter windows.

Soups are also there with both feet. The two as a combination display will make an attractive window.

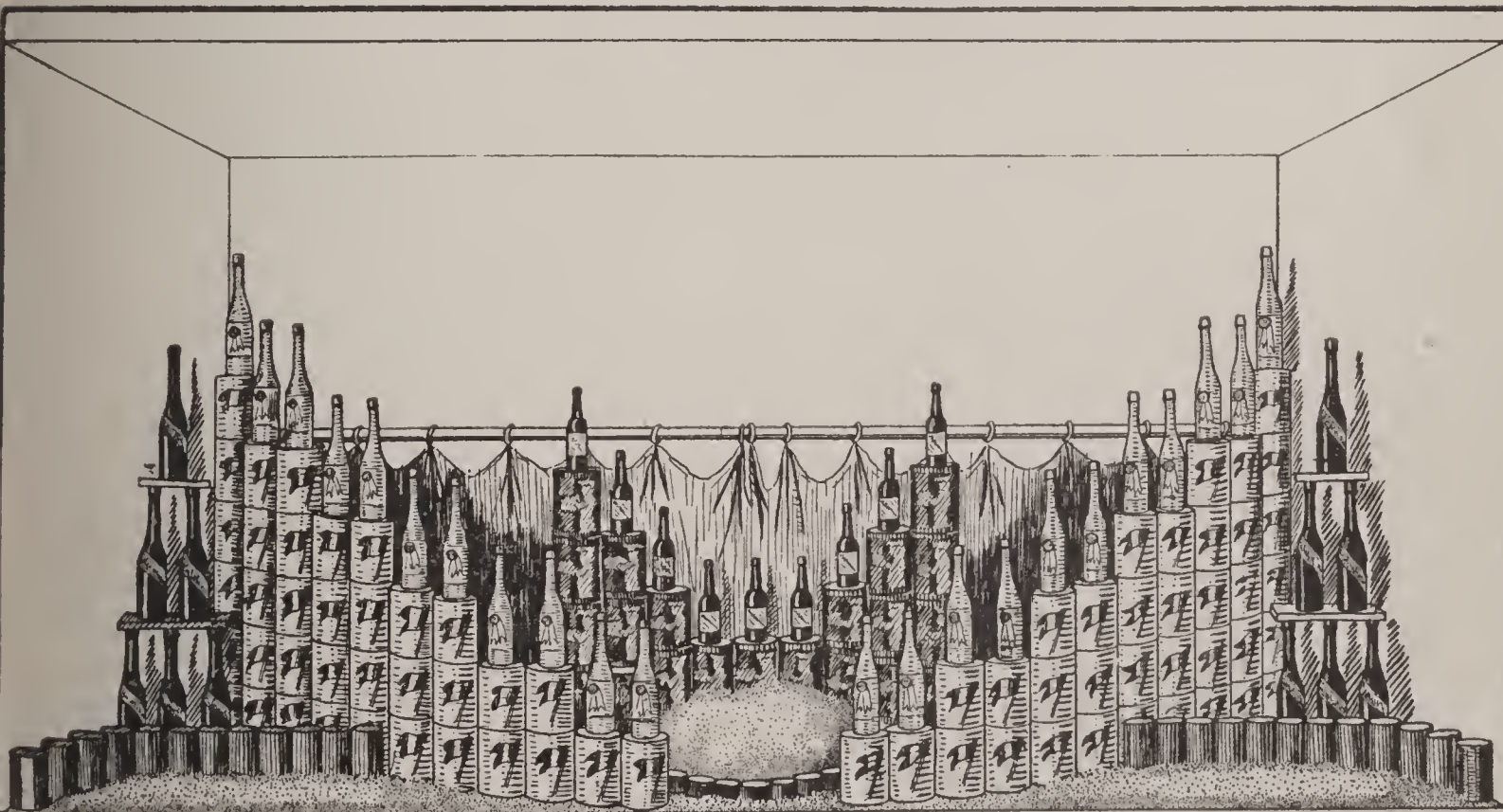
The display of these cans of baked beans commences at the two rear corners of the window where the pile is shown six cans high. The line of piles swerves to within an inch or two of the glass until at the front the two lines end, leaving an opening, closed only by a circle of small cans of soup.

In this circle and bounded by it is a pile of clean, white navy beans. Put in cards to point out the superiority of the canned article and the uniformity that may be guaranteed to purchasers.

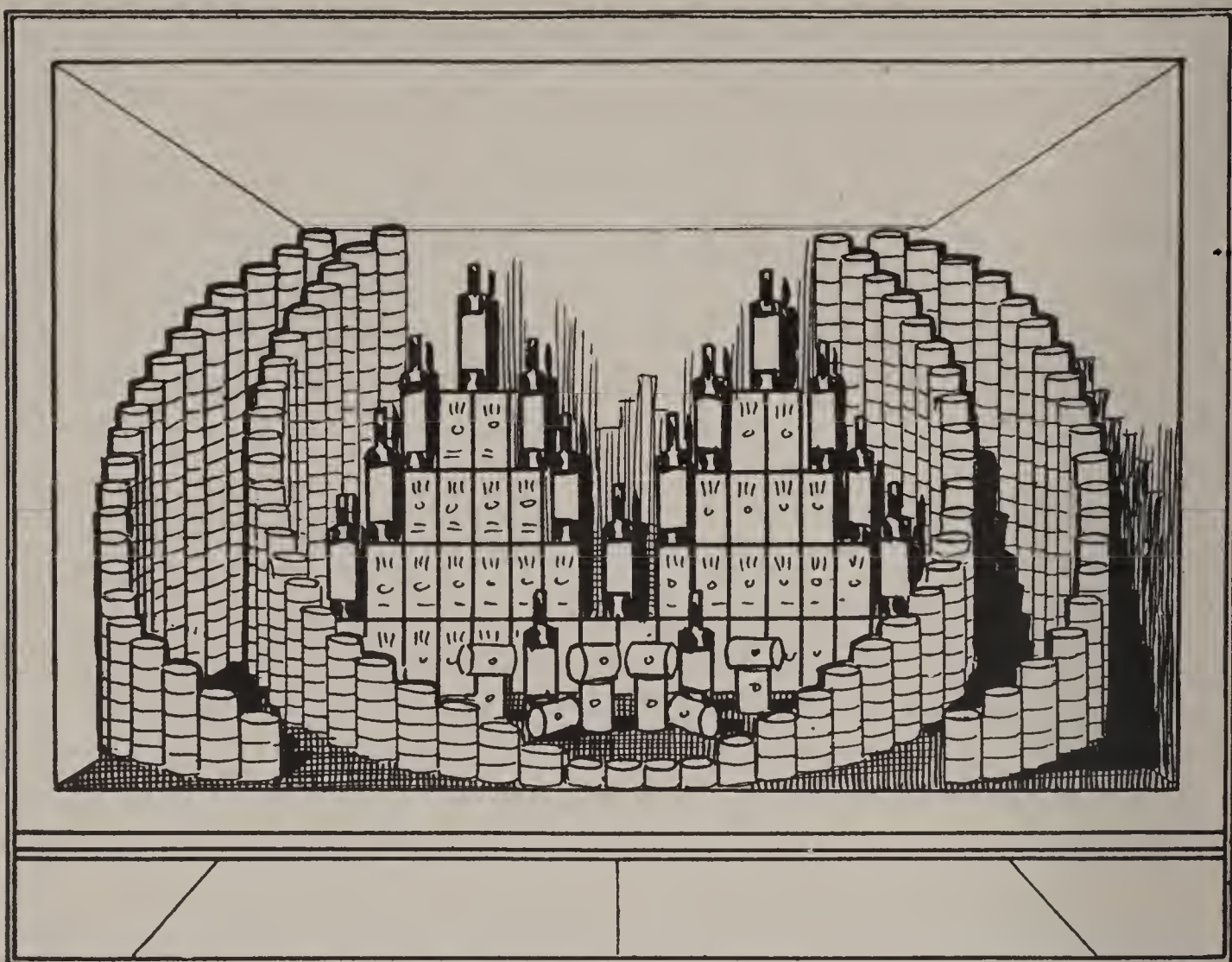
At the rear of the window are the larger cans of soup. Touching the line of baked beans and extending towards it on each side is a semicircle of cans of soup.

Close associates of soups and baked beans, catsup, sauces, and even salad dressing, mustards, and horse-radish, are sprinkled into the display. These bottles should be bright, clean, snappy, and sparkling.

An inch-deep sprinkling of the same white navy beans over all of the visible floor space at the front, and if a color scheme is to be worked out, use a small quantity of either red kidney beans or Scotch peas, and do some lettering by placing these contrasting colored beans in appropriate words in the bed of navies and making a striking window card.







*Shelf-to-Table Window Tells the Story*

On the floor of this window, curved lines should be drawn with chalk along which the canned foods are to be arranged to form the display shown in the accompanying sketch. If the depth of the window will permit, the inside curve will be almost a complete circle; however, if the window is shallow, the outline on the floor will be more of an oval shape. It is well to use cans of a fairly good size in building up this arrangement so that the diameter of each can resting upon the floor will be sufficient to insure a firm foundation.

It will be seen that the lines of the cans form a wall which increases in height as it approaches the back of the window. The columns of cans at the rear of the window being the tallest, will require some light framework to insure the stability of the construction. The frame may extend some little distance forward without coming into view; it may, in fact, extend forward far enough without being seen to support all those columns which will need support, providing that care is taken to see that the floor where the line of cans begins is absolutely level so that each can rests firmly on the floor. If it is inconvenient to use cans of shallow depth and large diameter the wall may be built of standard sized cans; then other cans of probably half the height of the standard cans may be used on top of every other can in order to reduce the depth of the steps from one can to the next. A couple of large pyramids of cartons in the enclosed floor space are topped with bottled goods.



# Displays for Canned Goods

## *Placard Window Makes Attractive Display*

The feature of window shown here is a row of seven placards, each with a can attached in the center. The placards are large enough to permit of lettering above and below and possibly on the sides. Each card displays a different canned fruit, such as peaches, plums, apricots, pineapple, cherries, pears and quinces. The name of the fruit is lettered above and space remains on either side and at the bottom for the price and a boost for the goods. An opening in the center of each card allows the can to project half way through the card.

An easel at the back of the card supports the can in place, the card being tacked directly to the front of the small easel.

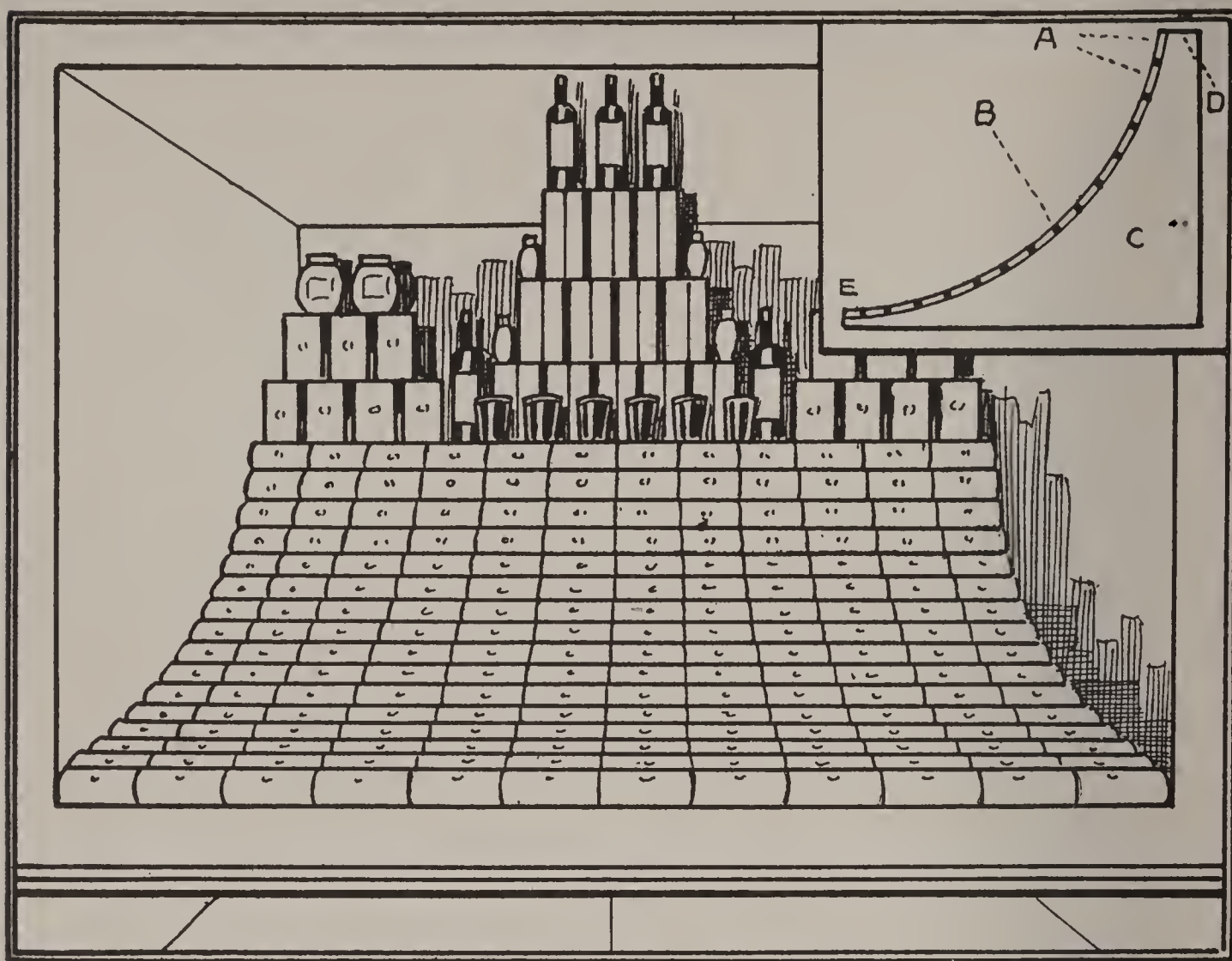
The diagram in the upper right hand corner of the window sketch shows the construction of the easel with the can in place and the card about to be put in position against the easel.

In each rear corner of the window is a pyramid of canned fruit.

A line of canned fruits circles the floor space just in front of the placards. Within this space are a couple of pyramids of three cans each.

Each pyramid is topped with bottle goods to add brilliancy to the display.





### *An Idea in Perspective for Canned Foods*

Perspective is an important factor in the arrangement of goods in the window. The effect of distance is gained by setting foods in a well rounded fashion such as the sloping curved array of the idea pictured here. The object in this display is to get the effect of a plane concave in its construction from the plate glass at the floor to a shelf at the back of the window somewhat above the middle height. A framework is built to support this display of canned foods which is arranged in rows parallel to the glass.

The diagram in the upper right hand corner of the sketch is an end elevation of the framework construction. According to the width of the window either two or three frames like "C" should be built onto which the narrow cleats "A" are nailed and spaced apart as shown at "B," the frame being so constructed as to permit of a shelf at "D."

The frame is now placed in position so that the shelf "D" rests against the back wall and the point "E" is about two and a half or three inches back of the plate glass. The first row of cans then rests upon the floor just back of the plate glass.

Cans are now laid in place along the framework, one row after another. If the curve in the framework is run up as high as that shown in the diagram it will be well to wire the top three or four rows of cans in



## Displays for Canned Goods

the framework to prevent them from rolling off or buckling out from their weight.

Three pyramids are arranged on the shelf; the one in the center of cartons is topped with bottles, with jelly glasses in front; the one at each end is made of cans topped with preserve jars.

### *Featuring Canned Fish in the Window*

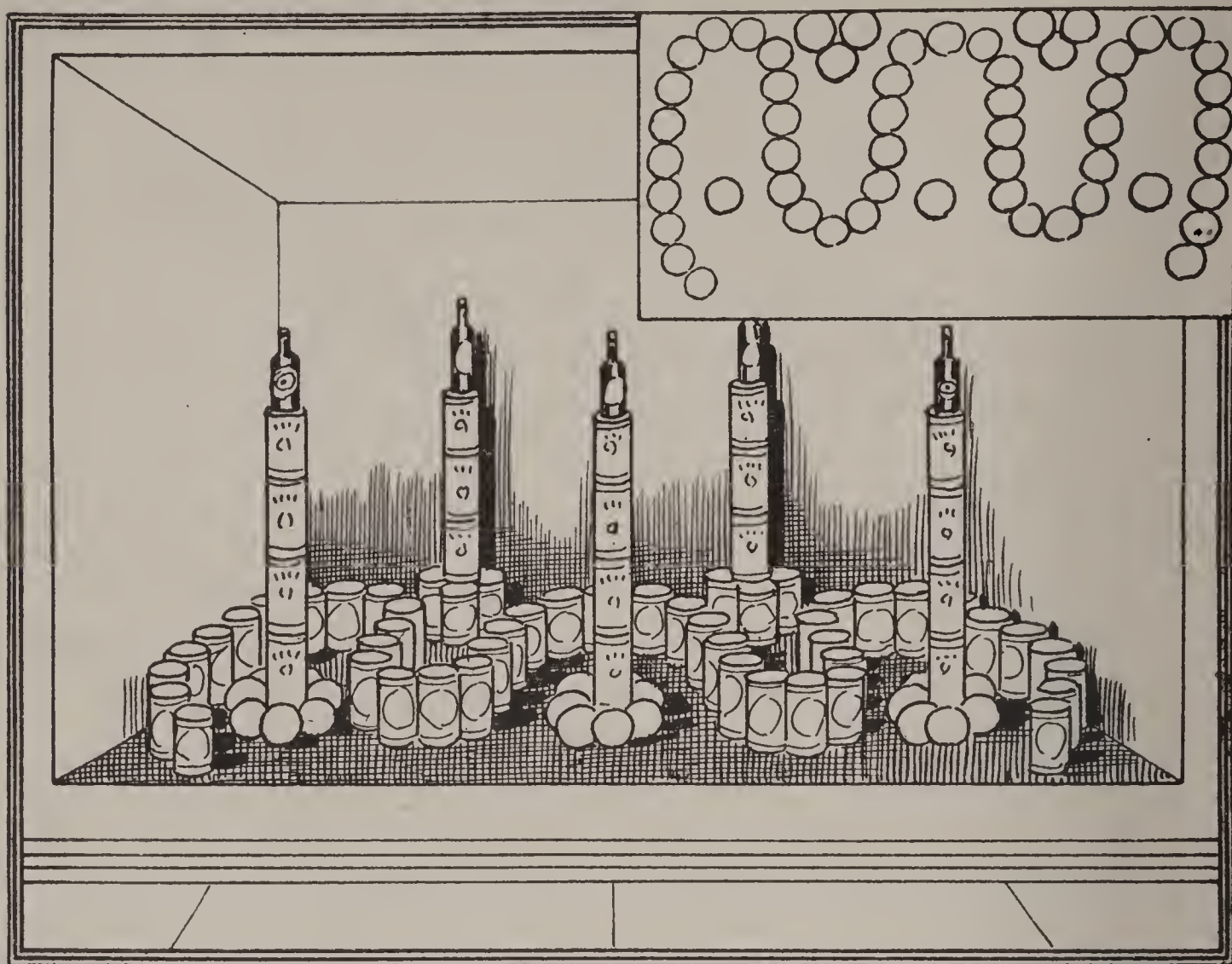
In this display, a strip of rich brown velours extends from the forward right-hand corner to the rear left-hand corner, where it is tastefully draped over a packing box, upon which is placed a vase containing a cluster of evergreen branches. The display is confined wholly to one brand of canned fish. Where the stock does not permit, a variety of brands might be introduced.

Pedestals made by placing three cans, one above another, are topped by a fourth can which rests on its side. These pedestals are repeated in conventional arrangement over the entire floor.

At the rear of the window a pyramid is built arranging the cans in threes. Across the foreground is a row of cans, each resting on its side, with the bottom towards the front of the window, so that the label is in proper position to be easily read. This suggestion in regard to the label applies to the other cans resting on the pedestals.







### *Let the Goods Speak for Themselves*

Groceries that are displayed in a prime setting are more attractive and catch more customers because the goods speak for themselves and the design sets them off in pleasing effect. Some products are in season all year around. Canned foods are among these.

Simple in construction, effective, and requiring only a small amount of goods, this design is recommended to display a variety of canned fruits. The curved line of cans which runs through the window is quite symmetrical and conventional in its arrangement as will readily be seen by reference to the diagram in the upper right hand corner of the sketch.

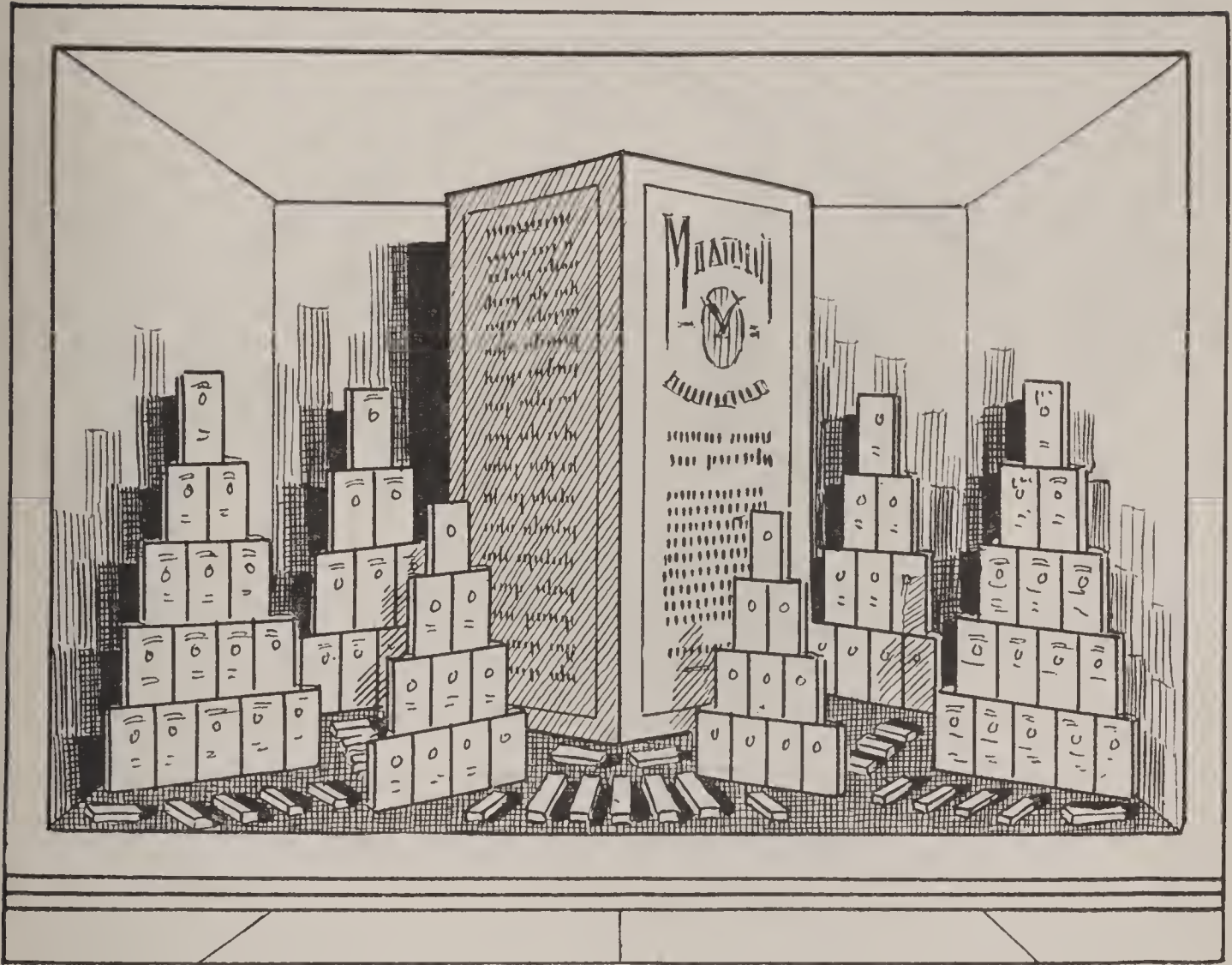
After first covering the floor with shredded white tissue paper, such as is often used for packing around oranges, build the curved line as suggested. Before placing the cans, it may be found easier to first place a string along the floor to indicate the direction of the curve. The string may easily be shifted around until the correct location is obtained, then the cans are lined up on the string, hiding it from view.

Five columns of cans are erected on the floor, three towards the front, and two at the rear of the window. Around the base of each one of the forward three is a circle of fine large oranges. The two columns at the rear each rest on a group of cans and each of the five columns is topped by a bottle of maraschino cherries. The bottles should be polished to add to the brilliancy of the display.



## CHAPTER FOUR

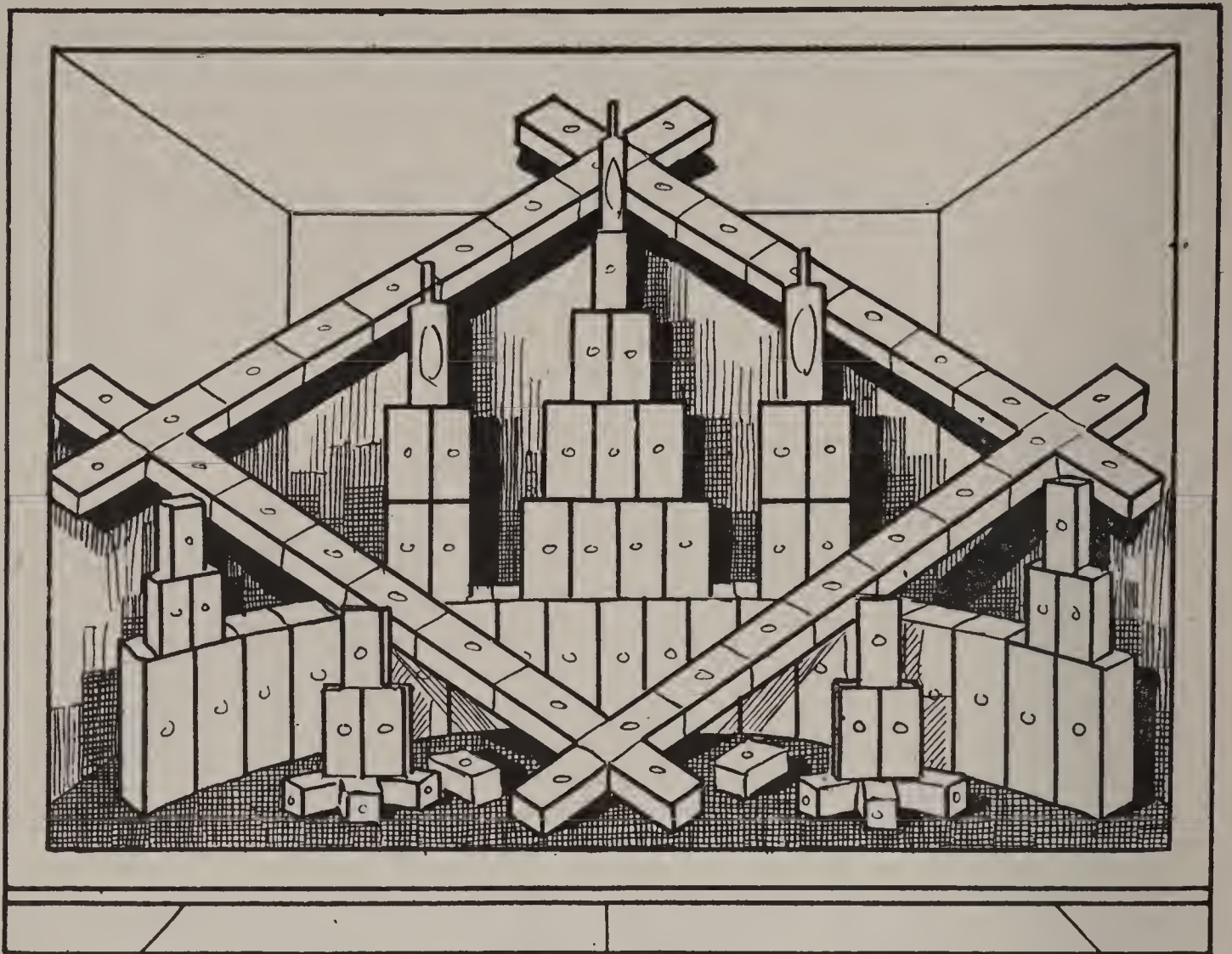
### Displays for Package Goods



*The Window of the Big Carton*

WHERE it is desired to display a quantity of carton goods of a particular line the idea shown in the sketch may be used advantageously. The feature of the window is a large carton of heroic size which is constructed as a duplicate of one of the small cartons. The proportions of this immense carton should be exactly the same as the proportions of one of the small cartons. The colors also should be duplicated. A large framework is first built so that the two sides exposed to view may be covered with pasteboard or wall board upon which a card-writer will sketch an enlarged reproduction of two faces of the carton. The larger this carton is made the more startling will be the effect, particularly if care has been taken to get the exact character of the small carton. In the two rear corners of the window are pyramids, four cartons high. In the two forward corners are pyramids, five cartons high. Just forward of the large carton are two pyramids, one at either side, each four cartons high. Some very small cartons are placed in conventional rows within the triangles of floor space remaining.



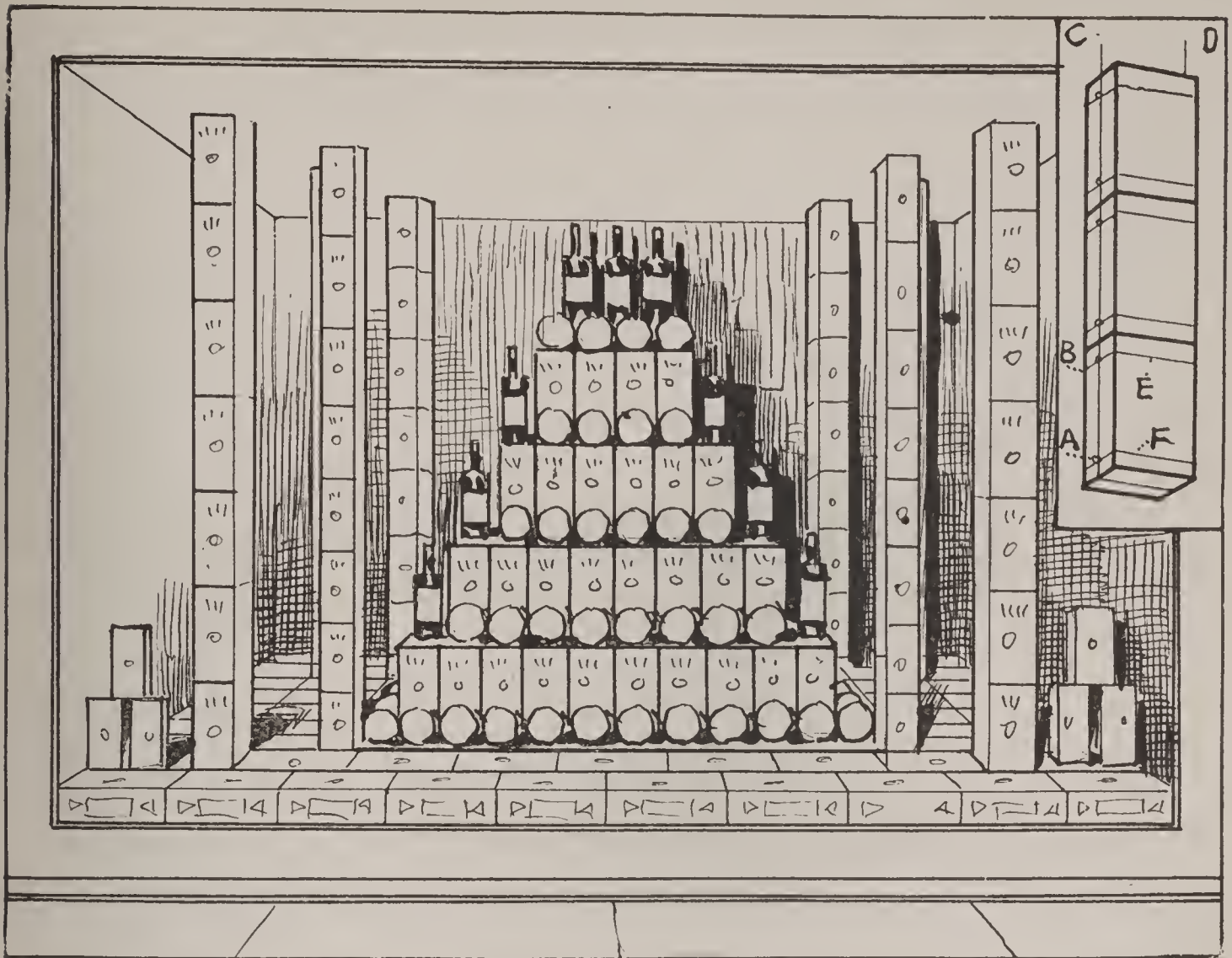


*A Criss-cross Window for Cartons*

A criss-cross design formed of cartons tacked to a framework which is to support them, is built large enough to completely fill the window from side to side and also from the front of the window at the floor to the top of the window well up near the ceiling at the back. This arrangement is placed in position and securely fastened so that it appears as an open frame leaning back against the back wall of the window. A display which is built up from the floor extends up through this framework to a good height. The form of the display built upon the floor is in the shape of a large semi-circle made of cartons and extending from the left forward corner deep into the window, then curving forward again to the right forward corner. A high pyramid is built up at the center of this curve, well up through the framework and topped with a bottle. To the right and left of this central pyramid columns are also built topped with bottles. At each end of the curved line of cartons upon the floor small pyramids are built of small cartons, which extend up just forward of the criss-cross framework. Upon the floor of the window and upon a foundation built of festoons made of cartons, small carton pyramids are also arranged. A conventional placing of individual cartons in the remaining space completes the design.



## Displays for Package Goods



*Column Arrangement Makes Imposing Display*

The floor space around the central pyramid of cartons is covered by cartons which are placed lengthwise in rows across the window. Columns consisting of cartons placed one above the other and extending to the ceiling or top of the display are really suspended from above. Single cartons piled to that height are inclined to topple or lean, hence the idea of a swing which suspends each column from above. The small diagram in the upper right hand corner shows clearly the plan used for suspending the cartons. The wire CD is the swing or supporting wire which holds up the column of cartons; the wire beginning at C extends down the left hand side of the carton, passes under the bottom of the lower carton, and again up the right hand side to D. Passing around each carton one near the top and one near the bottom, are invisible wires with loops on the side through which the wire CD is passed. These hold the cartons securely in place, and the weight of the column keeps itself vertical. A central pyramid of cartons, each row topped with oranges, is built up in the center of the display with bottles on each corner and at the top of the group.

# The Grocer's Window Book

## *Arch Window Display of Breakfast Foods*

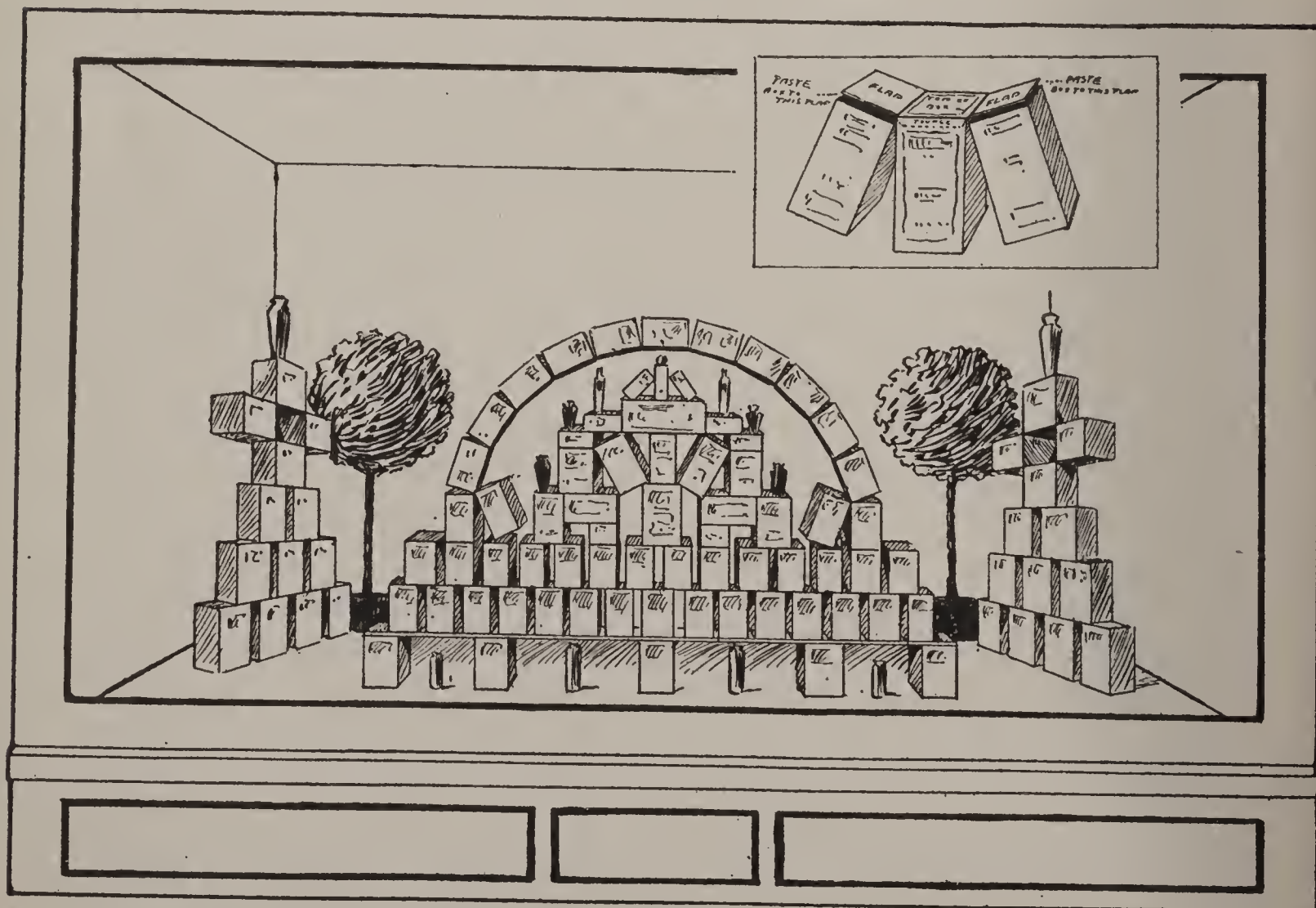
A careful use of cartons of many kinds results in a display that is both attractive and sales promoting. The arch effect can be obtained with cartons where it cannot so easily be obtained with cans. This breakfast food window makes use of the arch idea.

In the smaller drawing in the upper corner of the window sketch, the method of building the arch is more clearly illustrated. In making this window a pot of paste is required, and this, properly applied to the dummy cartons, is about all that will be found necessary to produce the window.

As the diagram in the upper right-hand corner of the drawing shows, the flap of one carton is fastened to the top of the box next to it, and by continuing that process to the desired length, the arch can be described without any further support given it from below.

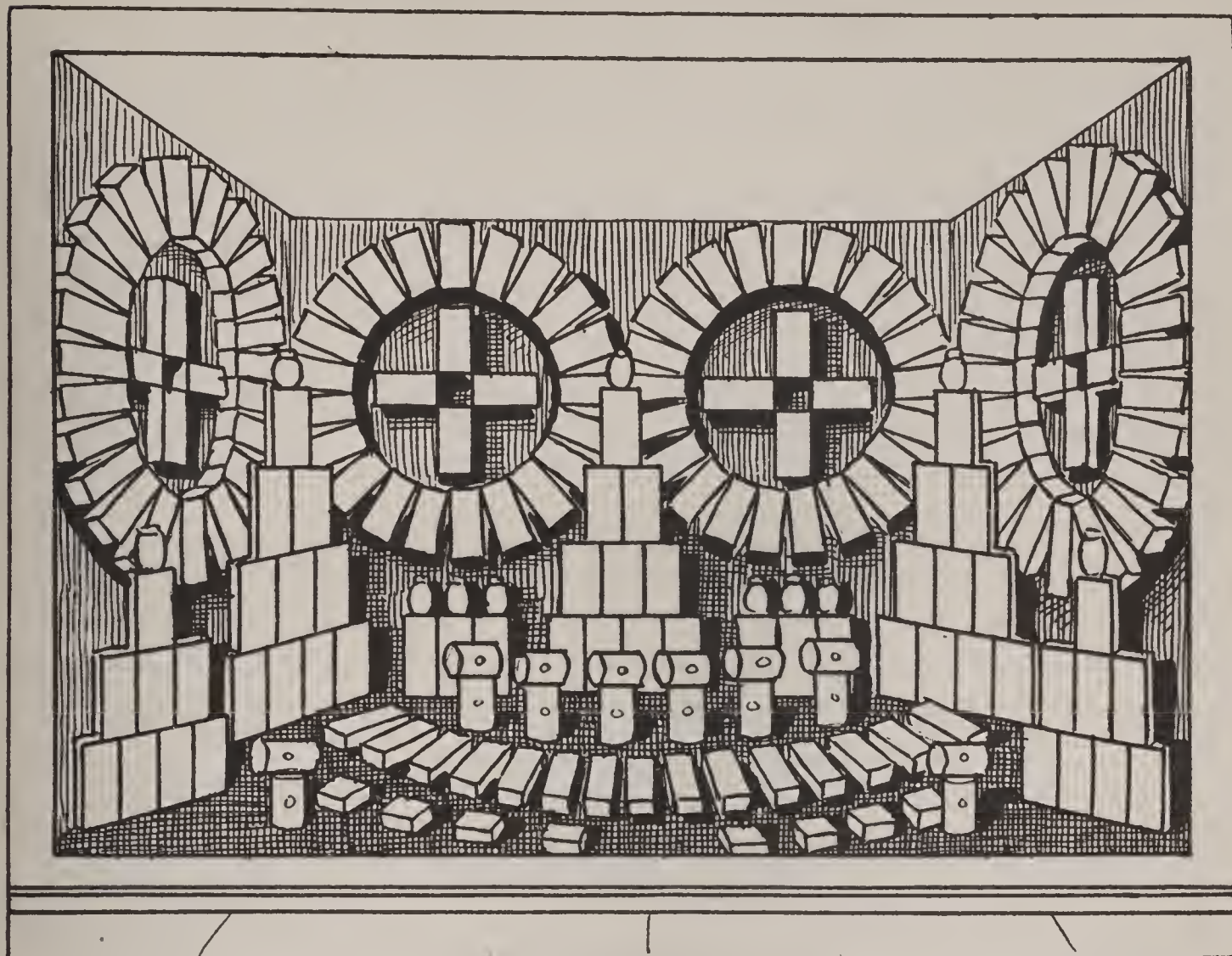
The body of this center pile of cartons is built upon a thin board which is made to rest on four or five cartons set on the floor of the window. Here again all efforts at overcrowding should be carefully avoided. The drawing gives a good distribution of the cartons used in this display.

The method of fastening the cartons as used in the arch also applies to the crosses described at the top of the pyramids at either side of the window.





## Displays for Package Goods



*The Carton Wheels Display*

A colorful and varied display can be made with several kinds of cartons and with the use of a few cans. Four large circles of cartons are made, one for each of the side walls and two for the back wall. The size of these of course will depend on the size of the window walls. A cross of cartons is made to fit inside these wheels. A color scheme can be used in making these wheels which will prove attractive. Select two or four different brands or kinds of packaged goods of about the same size for these wheels, each wheel of course limited to one color and brand. In the center at the back is built a pyramid of cartons, four high. Two pyramids, similar to this first one, are placed along the wall at the rear. Pyramids, one carton lower, are placed farther along the wall toward the front of the window. Six cartons, topped by cans, are placed across the back of the window in front of the large pyramid. A row of cartons is placed on the floor fan shape stretching from side to side and the immediate foreground of the window has a few similar cartons placed at advantageous places.



# The Grocer's Window Book

## *Layout for Bottles and Cartons*

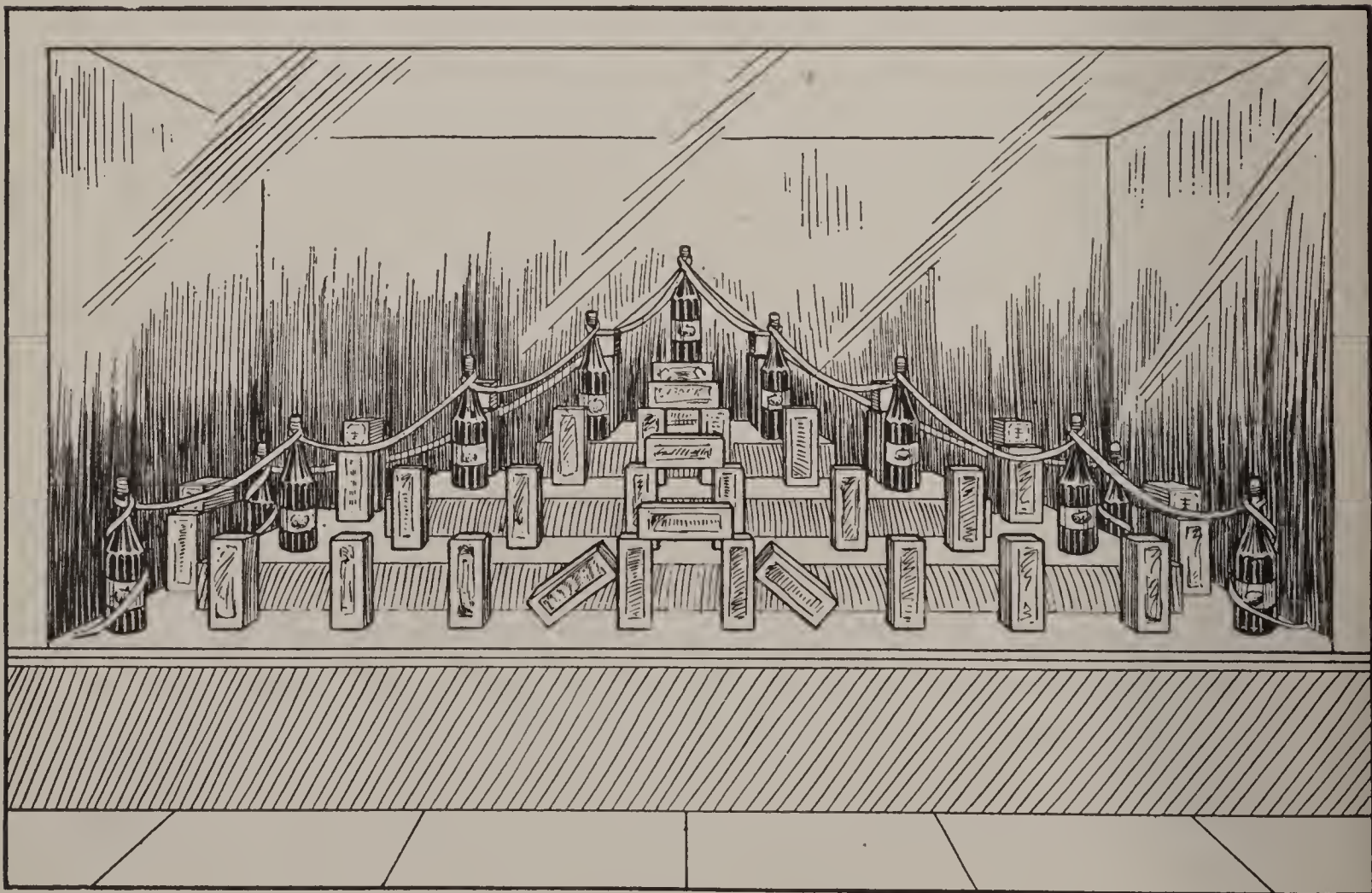
Don't fall into the common error of trying always to see how much stuff you can crowd into that window space. Too often a crowded window is advertising suicide.

The window as indicated by the drawing on this page is of simple type. The arrangement in the window is simple enough, but look at it again. Is it not pleasing?

In arranging the stand upon which the display is placed, a small outlay for material is called for. But the plan of arrangement carries with it the possibility of much variety, as this display platform is one of the window fixtures that can be used at frequent intervals.

The stand or base for the display is a four-plane pyramid, counting the floor as one plane, and any number of tasty variations may be contrived with this basis. In the drawing we have bottles and even-sized cartons in alternate arrangement. Most of the cartons are placed upright on end and across the side and center.

Various little turns and twists can be given here and there and still the desired effect of decorative display be retained.





# Displays for Package Goods

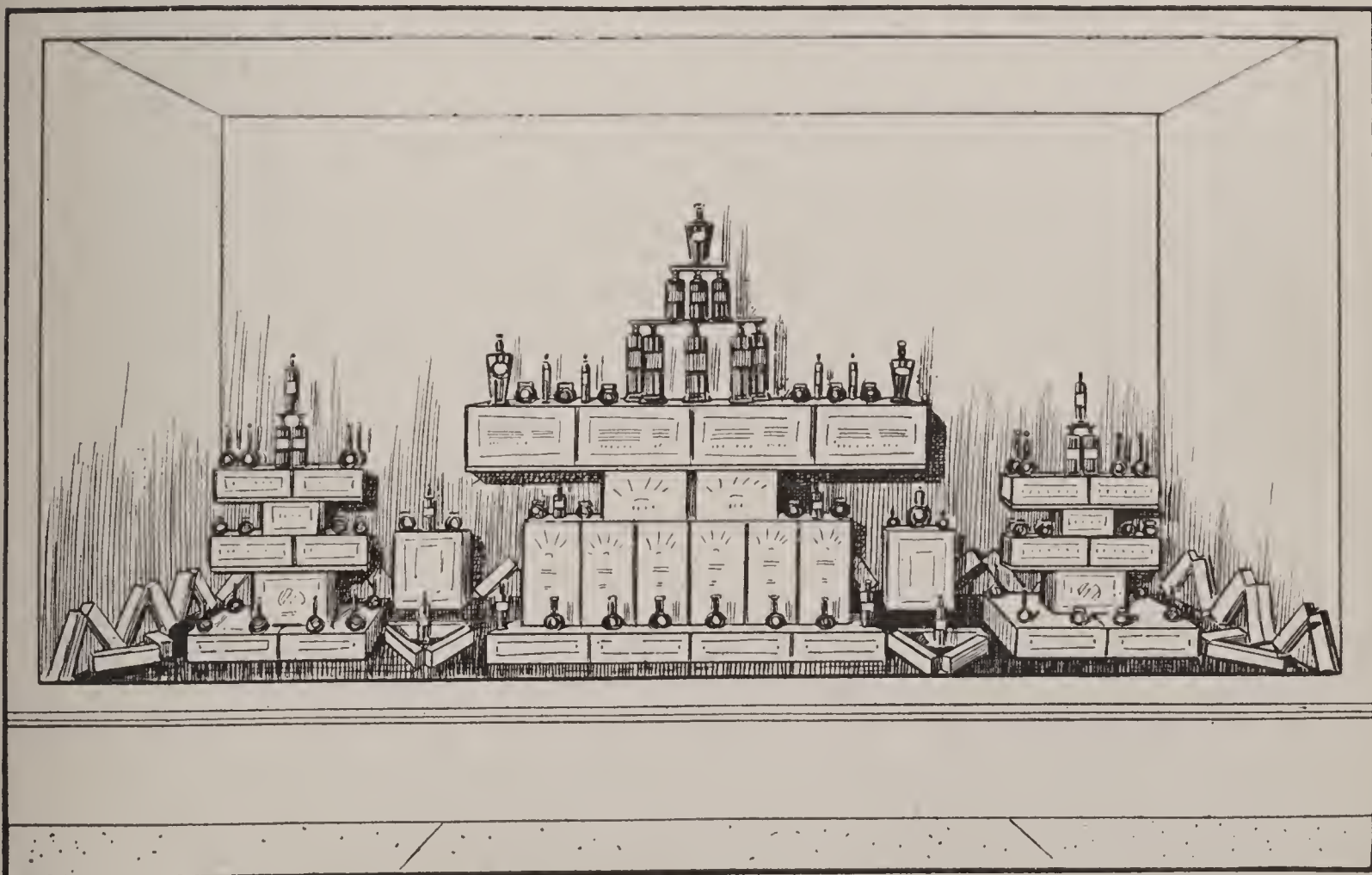
## *An Artistic Carton and Bottle Plan*

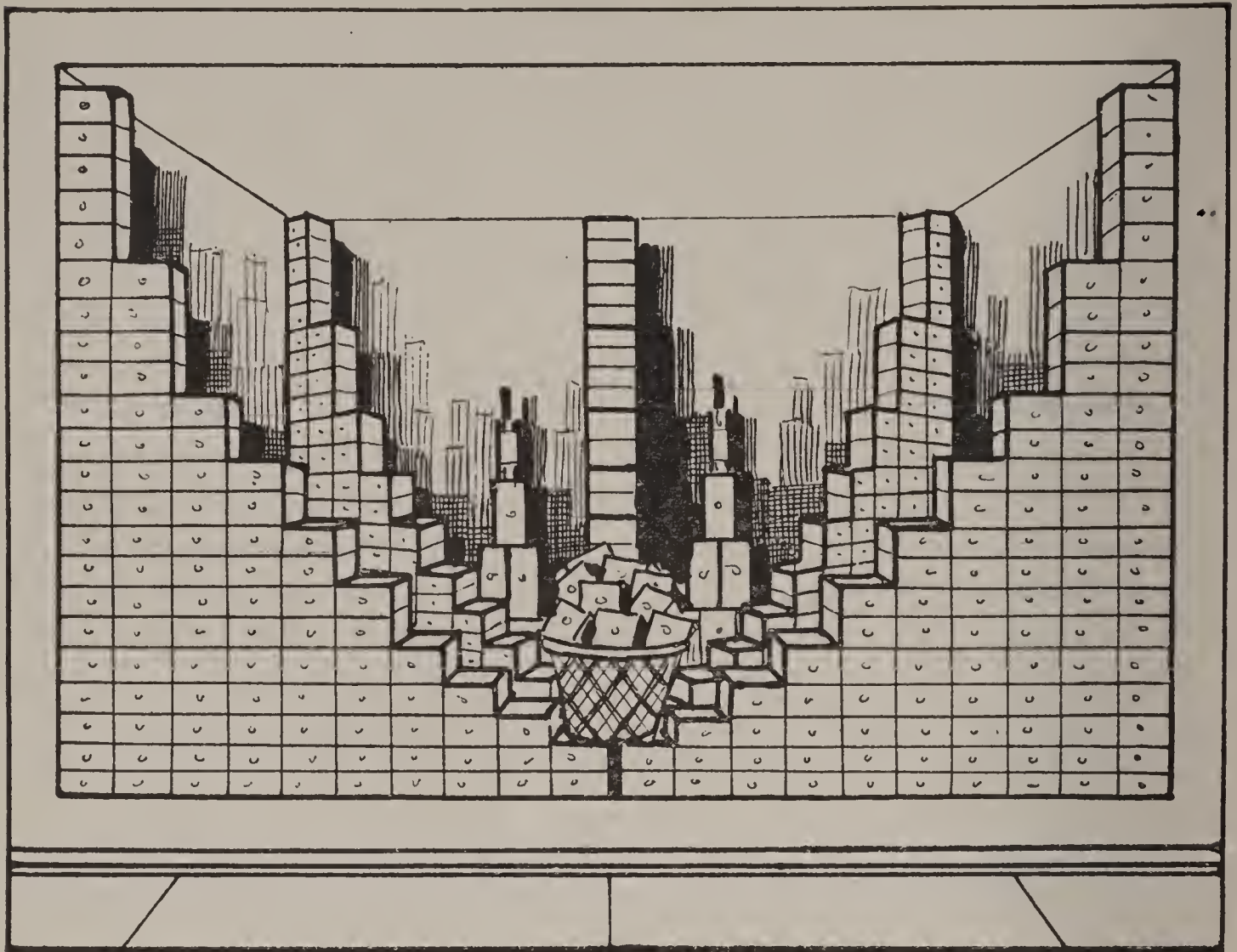
Bottles and cartons or packaged goods can be used as a combination for a good display which can convey a message to your trade. Each of the many items which you carry in your store requires display at one time or another. A judicious selection of the time and manner for display can be used which will add greatly to the effect of the display. Select the goods with care, and plan so that the display will carry a real message to the consumer.

The arrangement in this drawing is a bottle and cartons window with a pleasing variation of the none too artistic style on which the majority of this sort of windows are based. A simple and artistic grouping of cartons decorated with bottles is to be seen in the plan laid out by the sketch shown on this page.

An effect a little out of the ordinary is produced by the arrangement, yet the scheme of layout is not intricate, and simplicity is one of the most essential points in window decorating. In this design this point has been kept in mind, and as a result the merchandise stands out in good, bold, and striking manner.

The center group is built of rather large-sized cartons piled on top of each other. The four cartons on the top layer rest on a thin board. By so doing, they are strong enough to hold the bottles that are placed on top of them. Thin boards are also used on the two end groups.





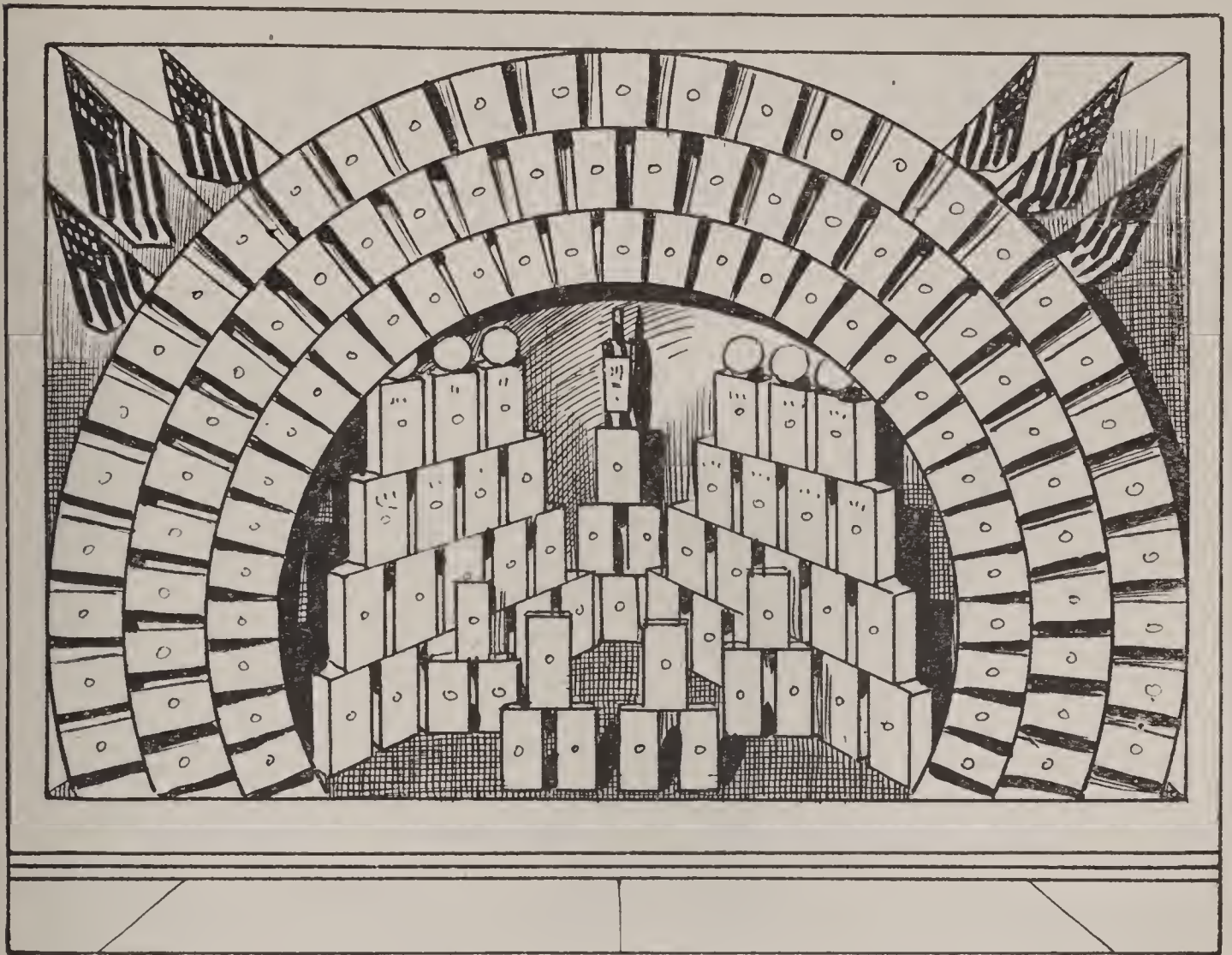
*The Window of the Solid Pack*

A display of rather unusual appearance can be made with cartons of various kinds of foods. This window of the solid pack is different from the usual display and should create attention. It can be used to feature a new line or push a popular brand of packaged products.

A column of cartons is built up in each of the four corners of this window and also at the center of the rear wall of the window. Those in the two forward corners are built parallel with the plate glass; those in the two rear corners of the window are diagonally placed or nearly so in such a manner that the outward surface faces a point at the front of the window and exactly in its center. The column erected at the rear of the window is built flat against the rear wall and facing front.

Cartons now are built up on the floor beginning at a point in the front center of the window and leading up by steps toward the top of each column. This makes a series of five steps leading up from the front center of the window towards the top of each one of the five columns already described. At the point where these steps meet at the floor a large waste basket is placed filled with different kinds of cartons or cans. At the rear of the window and at either side of the rear column are two small pyramids upon each of which rests a bottle.





*The Semi-circle Carton Display*

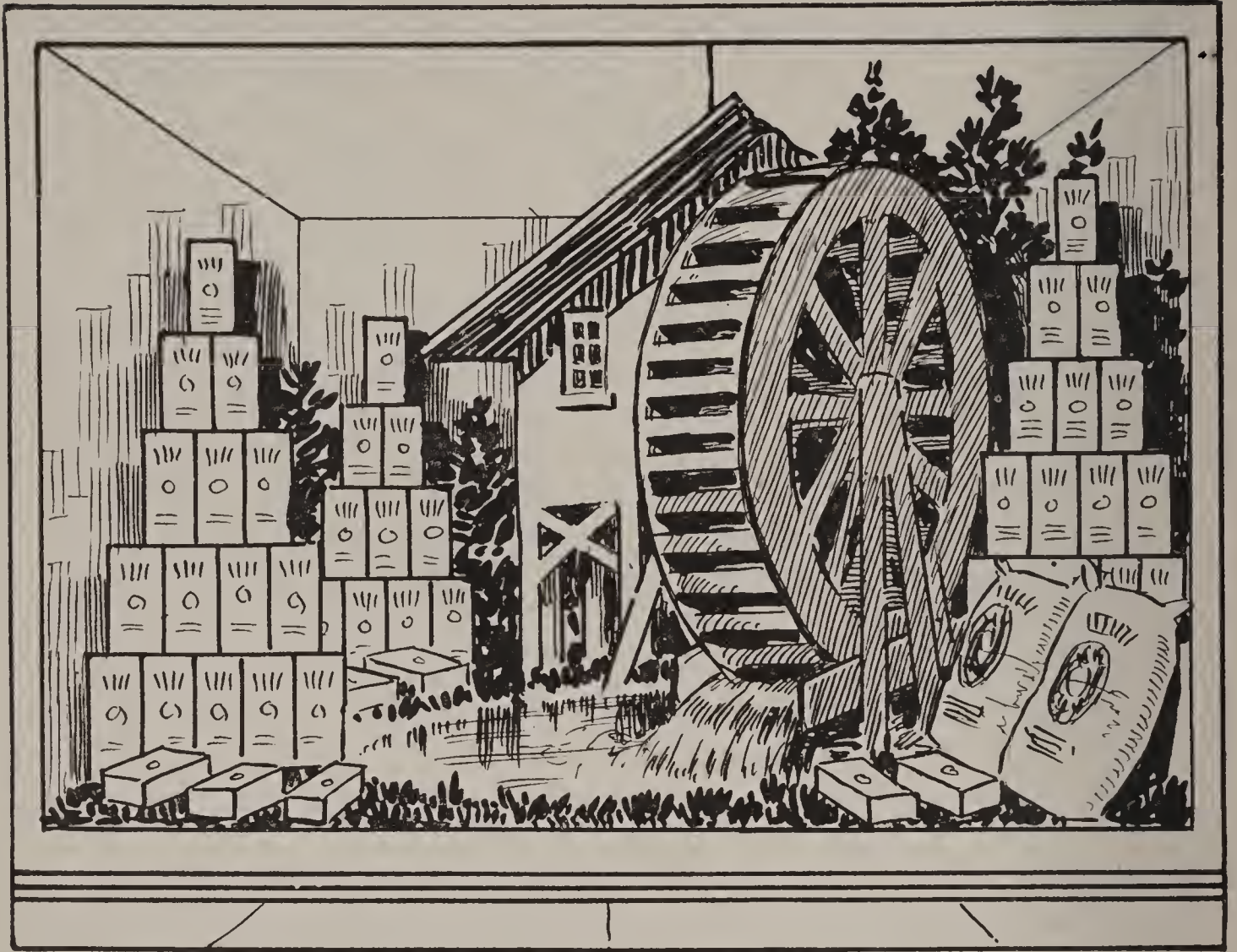
An attractive display of cartons is made with three rows of breakfast food or flour cartons arranged in a semi-circle across the front of the window. The circular rows of cartons face the plate glass and rest against it for support. The cartons are attached by staples and gummed paper, the inside circle being prepared first, then the second and the third. A prop behind at either side will insure steadiness of the cartons. Through the opening or stage effect space will be placed two walls of cartons leading away from the sides of the window to a point at the back where there is a narrow tall pyramid of the same cartons topped by a bottle. On the top of the walls are placed oranges. Three three-carton pyramids are placed in the space between the front of the window and the point made by the converging of the two walls. Three American flags are placed at the top of the semi-circular rows of cartons at either side.





## CHAPTER FIVE

### Flour and Baking Material Trims



*A Mill Window for Flour Sale*

A DISPLAY of flour of different kinds, white, whole wheat, graham, etc., is shown put up in cartons and bags. A mill is built in the background of the window with a large water wheel set as near the right hand corner as possible. This water wheel dips into a water trough and is revolved by the action of the running water as it forces the paddles of the wheel along. A large basin or pan is built into the floor of the window in a circular form. An outlet at the bottom of this basin is connected with a pump operated by an electric motor, which pumps the water up about three feet high into the upper end of the trough through which it rushes back into the basin again, so the basin once filled is sufficient water to operate the exhibit except for a small amount added now and then to cover waste and evaporation. The bigger the flow and the more active the waterfall, the more attractive will be the exhibit. In the background of the window are small trees with large leaves to produce a delightfully cool landscape effect. The flour in cartons is arranged in pyramids, three in number. The floor of the window outside of the pool is covered with heavy imitation grass.



# Flour and Baking Material Trims

## *Attractive Window that Attracts the Cook*

Baking materials are one of the most important in the kitchen department and they have a branch interest to everybody. Preparing a window trim made up of the various products needed in preparing bread and other oven goods is the foundation for a display idea.

A buff or light brown covering for the floor of this window is suggested. A number of cans of shortening compound arranged in the arc of a circle are centered at the back of the window. Built upon these are large cans of baking powder, alternating with lard buckets, with bottles of flavoring extract to finish the construction.

A large sack of flour is placed in each of the two rear corners of the window. A row of lard buckets extends along each side of the window, a bottle of syrup resting on each lard bucket. Directly in front of each bucket is a row of soda cartons. In the center space remaining a display of home made baking is arranged.

The sketch shows a plate of crullers beautifully baked and powdered with sugar with a white doily or napkin neatly spread beneath the plate. Several plates may thus be arranged displaying soda biscuits, pies, cakes, strawberry shortcake, cookies, etc.

It is very essential, however, that these goods be frequently changed so that the display is always appetizing and attractive. If the goods look old or dried the effect is ruined. A window containing such an exhibit must also be well screened so that no flies can possibly get inside.







### *Corn Meal Timely Window Display*

A window concentrating on your leading brand of corn meal is sure to increase your sales. This unusual window will attract attention, and is simple to make. In the center of the window is a shock of fodder with the ears of corn on the cornstalk. It may be found desirable to cut off considerable of the stalk from the bottom in order to avoid too much height. Diagonally across each rear corner a pyramid is built up of cornmeal cartons. Connecting these pyramids is a row of cartons about three cartons high which extends around the back of the window. On either side of the window a row of cartons is placed on the floor running from the pyramid to the front of the window. Forward of the corn shock and circling about it upon the floor is a row of cartons horizontally placed and converging toward the center of the corn shock. In either forward corner is a small pyramid of cornmeal cartons.

### *A Baking Accessories Display Plan*

The arrangement of this window plan is simple enough. To begin with, the floor of the window should be covered with a white substance to suggest the general clean whiteness that the display brings out.

A floor covering, therefore, of cotton batting, with here and there an



## Flour and Baking Material Trims

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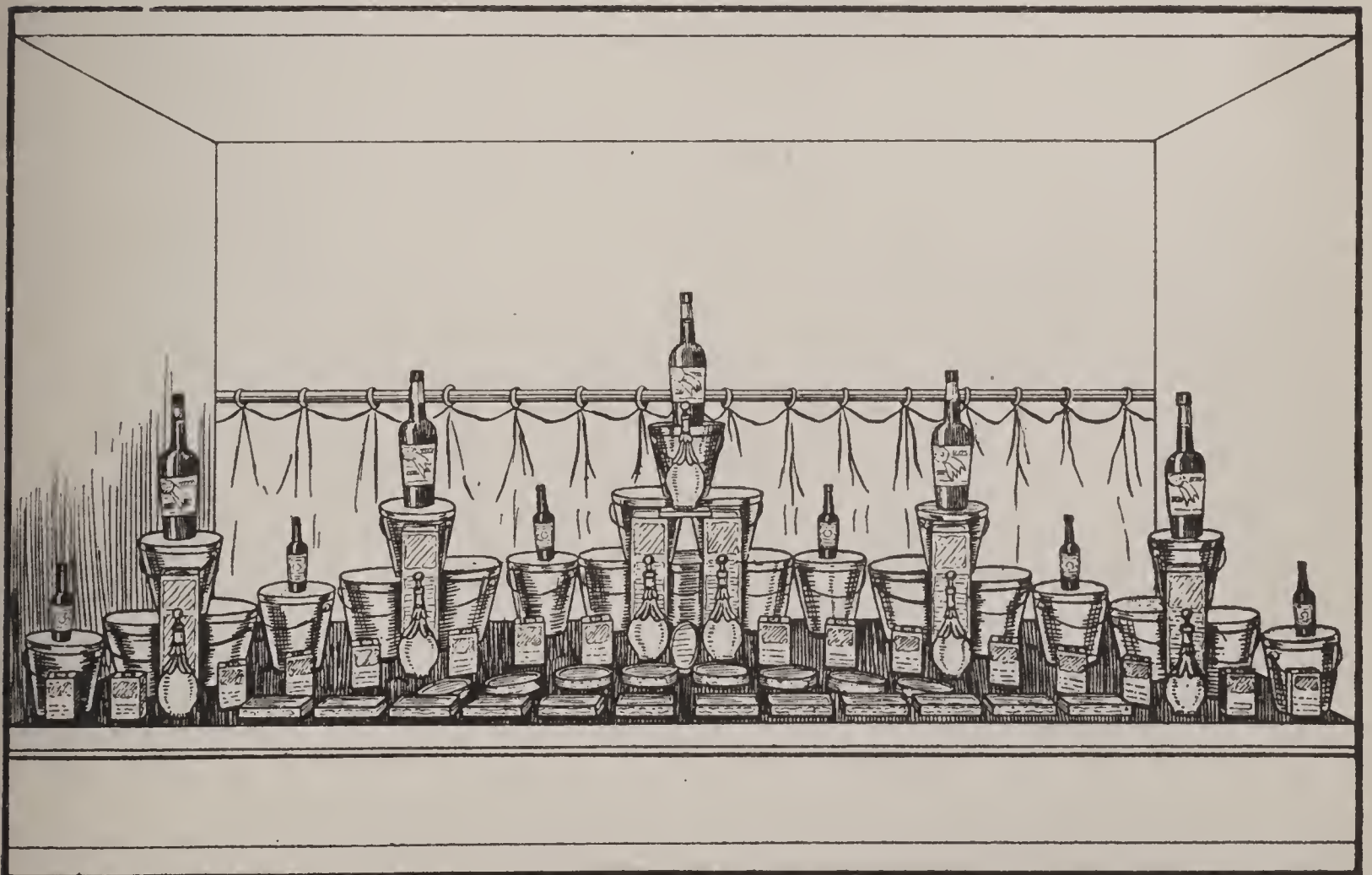
occasional puff or bunch of cotton, is the thing. If cotton batting is not desirable, use white sheeting, or even cheese-cloth, but keep the expanse of this white covering immaculate.

A semicircle of pails and cans of lard and compounds is made from each of the two front corners of the window, and in the center at the rear of the window a pyramid is formed of these same pails. The smaller sizes if they are carried can be used in the topping off of this pyramid, using two of the number ten size for the bottom, a couple of number fives, then number threes, and so on.

An occasional span of these same pails during the run of the circle will relieve the monotony and prevent the string of pails from losing their identity behind the other articles.

Bottles or cans of cottonseed oil top off the lard pails. These can be placed on the pails that span the two others, and bottles of fancy olive oil placed on the lower row as shown in the drawing.

In the front portion of this window cartons of pudding preparations are in place, as well as small packages of cooking starches and jelly powders. Again, small packages of your fancy pastry flours are excellent side partners for the shortenings and should be placed in this window. Prepare this display at a time when baking in the home is popular, and these goods are wanted.





# The Grocer's Window Book

## *A Window Help to Push Flour Sales*

On this page a sketch for a flour window display is shown.

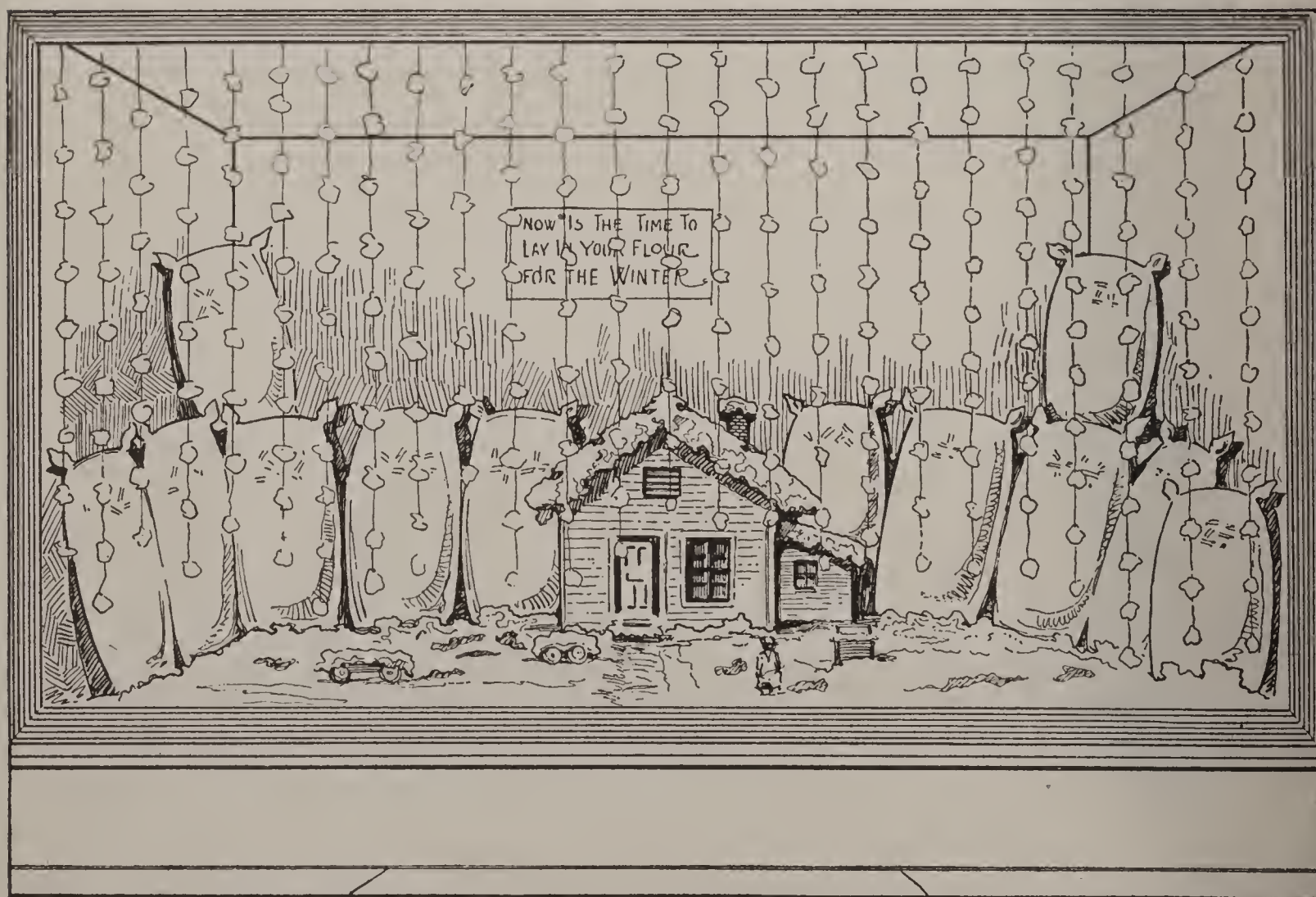
A doll house will answer the purpose of the small country house very nicely, or if such a piece of furniture is not readily available the sides and roof of the house can be cut out of pasteboard and the windows, doors, and other house characteristics indicated by the use of ink lines.

The figure in the display, as well as the wagons, are taken from the toy department.

On both sides and at the back of the window is arranged the brand or brands of flour which are to be featured. Variations of the arrangement shown in the sketch may be resorted to in cases where a number of brands or a quantity of the merchandise is to be shown.

The finishing touch, which plays an important part in the display, is the snow. This is nicely and inexpensively represented by using cotton. All the figures in the display have a covering of snow, with the exception of the flour, giving the scene a real winter appearance. The large flakes coming down are suspended in mid-air by means of fine white thread. The thread is dropped from the ceiling and particles of cotton are fastened on them by twisting or tying.

To get a better effect of a driving snowstorm, string the thread diagonally and fasten at top and bottom. An electric fan in one corner will bring in real action and also prevent window frosting.





# Flour and Baking Material Trims

## *Flour, Bread and Butter Display*

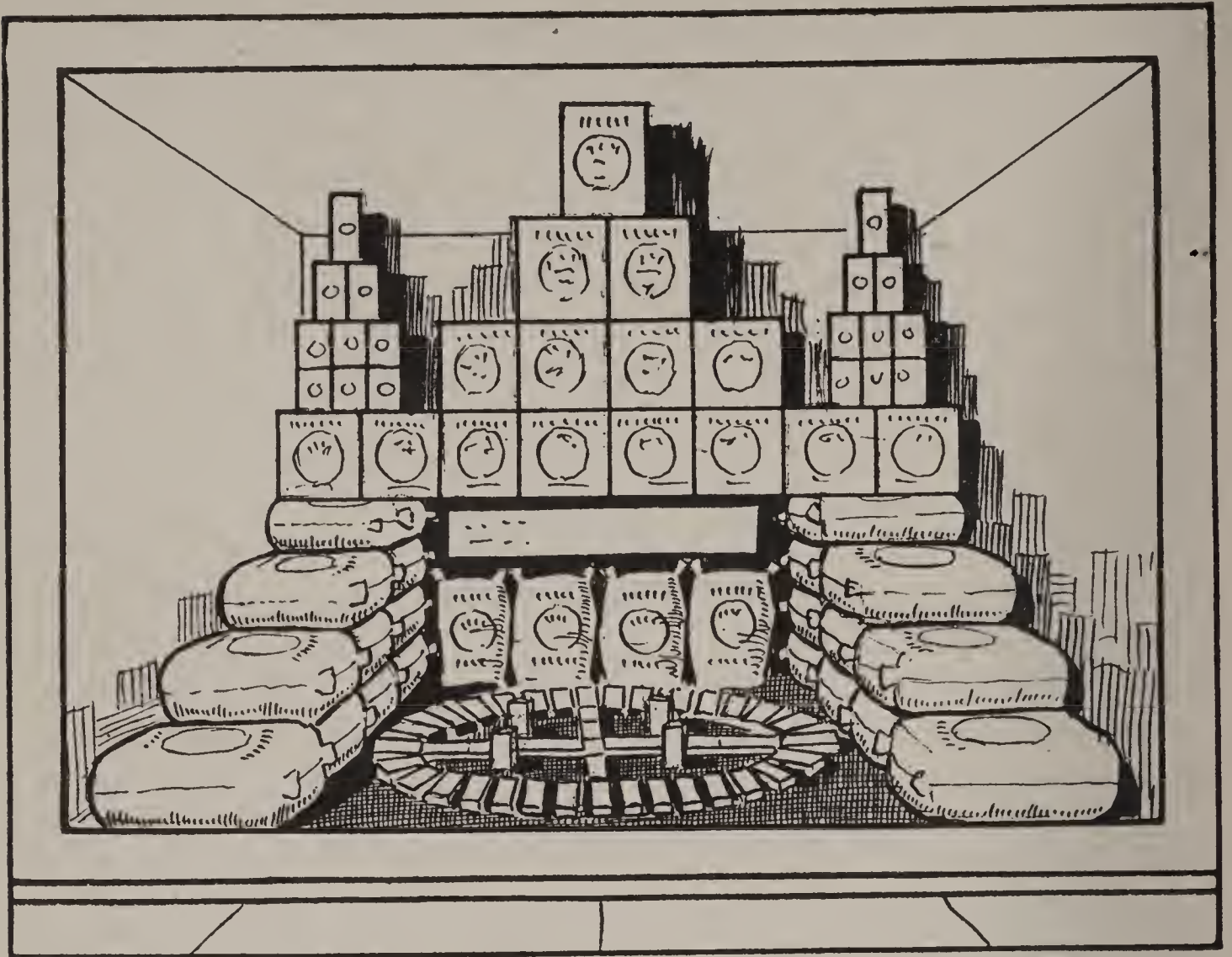
A sensible flour, bread and butter window trim that will make a universal appeal is the design of this window. The wheat products afford a good building material, and the general impression of the display is one of complete appetizing quality for supplying a popular need. The well arranged sacks of flour, wheat, loaves of bread and cartons of butter at a time when the crops are of bumper quantity are sure to be a most practical application and should prove a wise move for raising a harvest of sales.

For the construction of the display start with the two large stacks of wheat, which are placed in the rear corners of the window. In the center and towards the front of the window four sacks of flour are arranged in a semi-circle and blocked up from behind at an angle. Back of these is a semi-circle of butter cartons standing vertically. On top of each vertical carton is placed a horizontal carton on each of which is placed a loaf of bread.

In the front center floor space are large cartons of flour, and the remaining space towards the front corners is occupied by butter cartons vertically and horizontally placed. It is intended that this display be used during the harvest season, when sheaves of wheat are easily obtainable in the country.







*Flour Department Window*

The goods used in this display are whole wheat flour, cornmeal, graham flour, rye flour, rolled oats, etc. The general idea of the display represents a sort of bridge with piers at either side of the window built up of sacks of cornmeal with a board bridging across between them, upon which a large pyramid of large cartons is built, as represented. On the ledges left at either end of this pyramid small pyramids are built of small cartons, such as oatmeal cartons. Beneath the bridge and at the back of the window a line of sacks extends across, possibly containing whole wheat flour. Between the two piers and in the forward portion of the floor space a large circle is built of quite small cartons. Two diameters are run through the circle at right angles to each other, which, of course, divide the circle into four equal parts, in the center of each one of which is placed a small vertical carton, all the other cartons in this circle being horizontally placed.

### *Your Baking Powder in a Strong Display*

An entire window display devoted to baking powder is good advertising, and beyond the time it takes to arrange it and the small amount of store carpentry necessary as represented in the display shown in the drawing the advertising cost dissolves to nothing compared to the results that should be obtained by the effort.



## Flour and Baking Material Trims

The background of the window is divided into three panels and a panel at each end by using strips of wood or moulding, tacked or otherwise fastened on the flat background which has been covered smoothly with some such material as green burlap, muslin (painted in any shade of kalsomine), plain wall paper, or any other covering that your best judgment suggests.

Paneling of this flat surface is done in order to give a simple decorative touch to the window setting. Framed show cards, signs and posters look well when hung in these panels. Three, as suggested, are sufficient. If you do not care to go to the expense of framing these cards, they can be fastened to the wall by means of glass-headed push tacks.

You can now produce the unusual by making up two mammoth reproductions of the cans. This can be done by taking sugar barrel heads or lids from cheese hoops for the tops and bottoms of the desired cans. By nailing lath or other thin strips of wood on same in order the sides of the large cans are made. Over the sides place a layer of wide building paper, which gives a smooth surface, and over this paste a layer of white muslin, on which can be painted a reproduction of the label to be given prominence.

These two large cans are placed on top of a double row of cans of the baking powder, these cans to serve as a base or platform. Other cans are piled on top of the large cans in order to make a more pleasing arrangement.

A double circle of cans is piled up in the center, similar to the foundation piles used beneath the large cans. This center circle of cans surrounds a large wooden chopping-bowl piled to overflowing with baking powder.





# The Grocer's Window Book

## *Featuring Cereals in the Window Display*

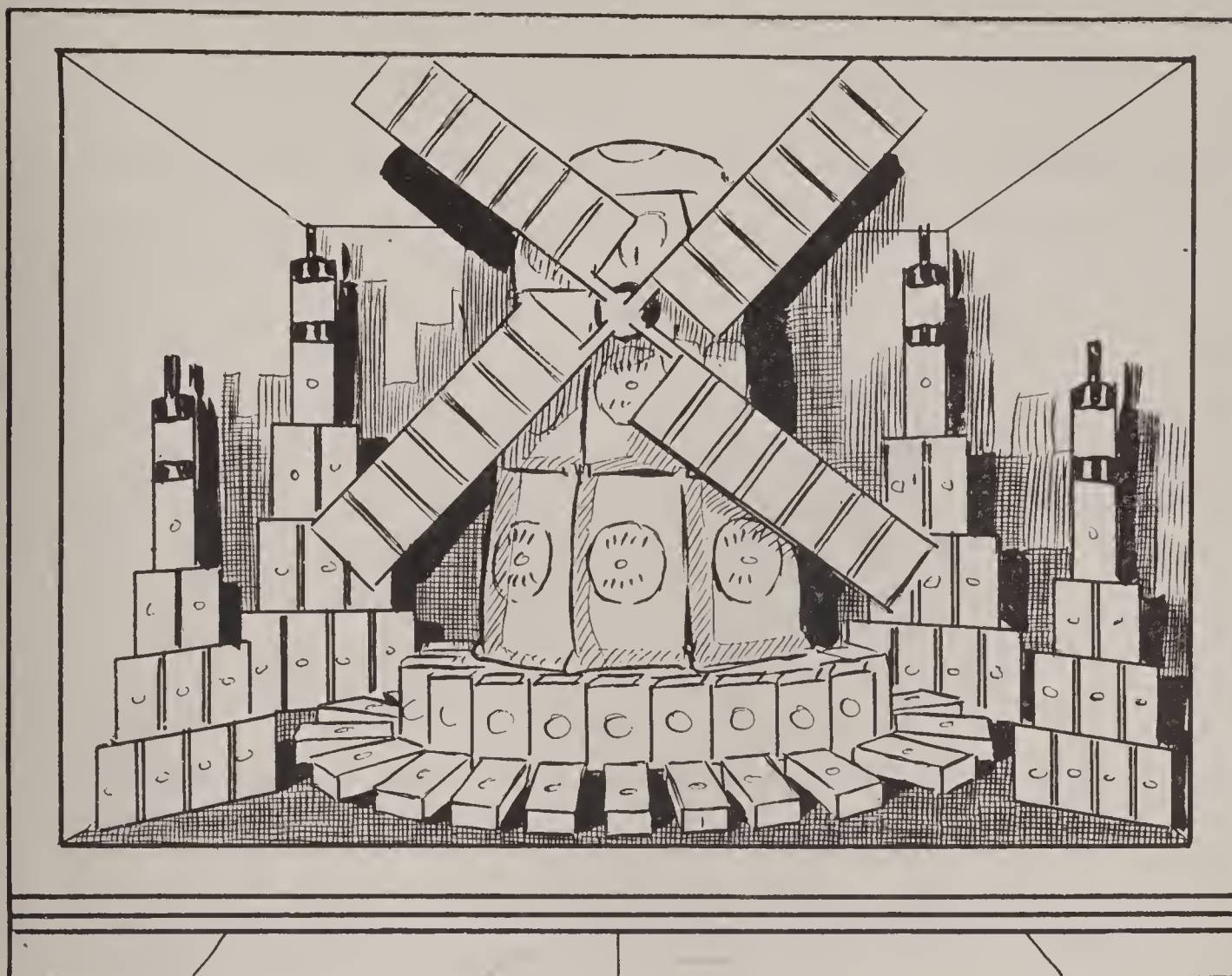
In hot cakes and maple syrup weather the window that presents a good display of different kinds of flour and cereals will make a hit.

White flour, whole wheat and buckwheat flours, graham, rye, rice, bran and cornmeal, breakfast foods, cereals, and pancake flours may all be used to advantage in this display. In each of the rear corners cereal pyramids are built up to a good height. It is not necessary to build these up from the floor—they may rest on packing boxes as the forward part of the display will hide the boxes.

A large circular line of bags of white flour borders the entire floor space. These sacks lean back against small packing boxes which hold them in place. In front of this line of flour sacks is a circular line of flour cartons. This line may be all of one brand or of mixed brands or products, alternating with each other. The floor space in advance of this semi-circle is carefully covered with clean wrapping paper, and the entire surface then covered with a thin layer of rice, excepting a small semi-circle in the front of the window which is filled in with bran. In filling these in, a long strip of pasteboard may be used to separate the bran from the rice. The pasteboard may be removed after the filling in is completed. In front of the row of flour cartons is another row of cereal cartons arranged in a semi-circle.







*The Window of the Flour Mill*

In this flour mill window different kinds of flour are used, some in sacks, some in large cartons, others in small cartons, bags, etc. The mill in the center of the window, or a little back of the center, is made of large sacks of flour which are wired or strung together about a light framework which holds them in more or less rigid position. The sacks are arranged in circular formation to give a rounded effect to the mill. The arms of the windmill are made by tacking cartons to the long wooden crosspieces which work on an axis attached directly to a small electric motor, which operates them. The connection to the motor is made in such a way that the mill will revolve slowly. At the base of the flour sacks is a large circle of cartons standing up on the floor. A larger circle of cartons upon the floor and radiating about the inner circle is made by laying smaller cartons flat on their backs, so to speak. Four pyramids are now placed in oblique formation, one in each corner of the window, the two higher pyramids being in the rear corners.

## CHAPTER SIX

### Displays for Coffee and Tea



*At the Sign of the Coffee Pot*

**H**ERE is a good idea, expressed in a big way, for the purpose of increasing coffee sales. The large steaming coffee pot sets in well with the rest of the composition, the arrangement giving a pleasing display.

The floor of the window is covered with brown paper the shade of roasted coffee. A packing box covered with paper is placed at the rear center of the window. The three visible sides of the box are lined with coffee cans. The large coffee pot is built of heavy pasteboard and rests upon the box. In order to build this coffee pot, secure a pattern by taking apart an old coffee pot along the seams with the aid of a pair of tin snips. Each piece may be flattened out and with this pattern the larger size pieces made. A small steam pipe runs through the pot where the steam runs out the spout. A very little steam is used, as too much would steam up the plate glass.

In the rear corners are pedestals upon which are grouped the coffee cans, each surmounted by a coffee pot. In the two forward corners groups of coffee cans are built three deep in a circular form and each is topped by a coffee pot.



# Displays for Coffee and Tea

## *Oriental Setting for Tea or Coffee Display*

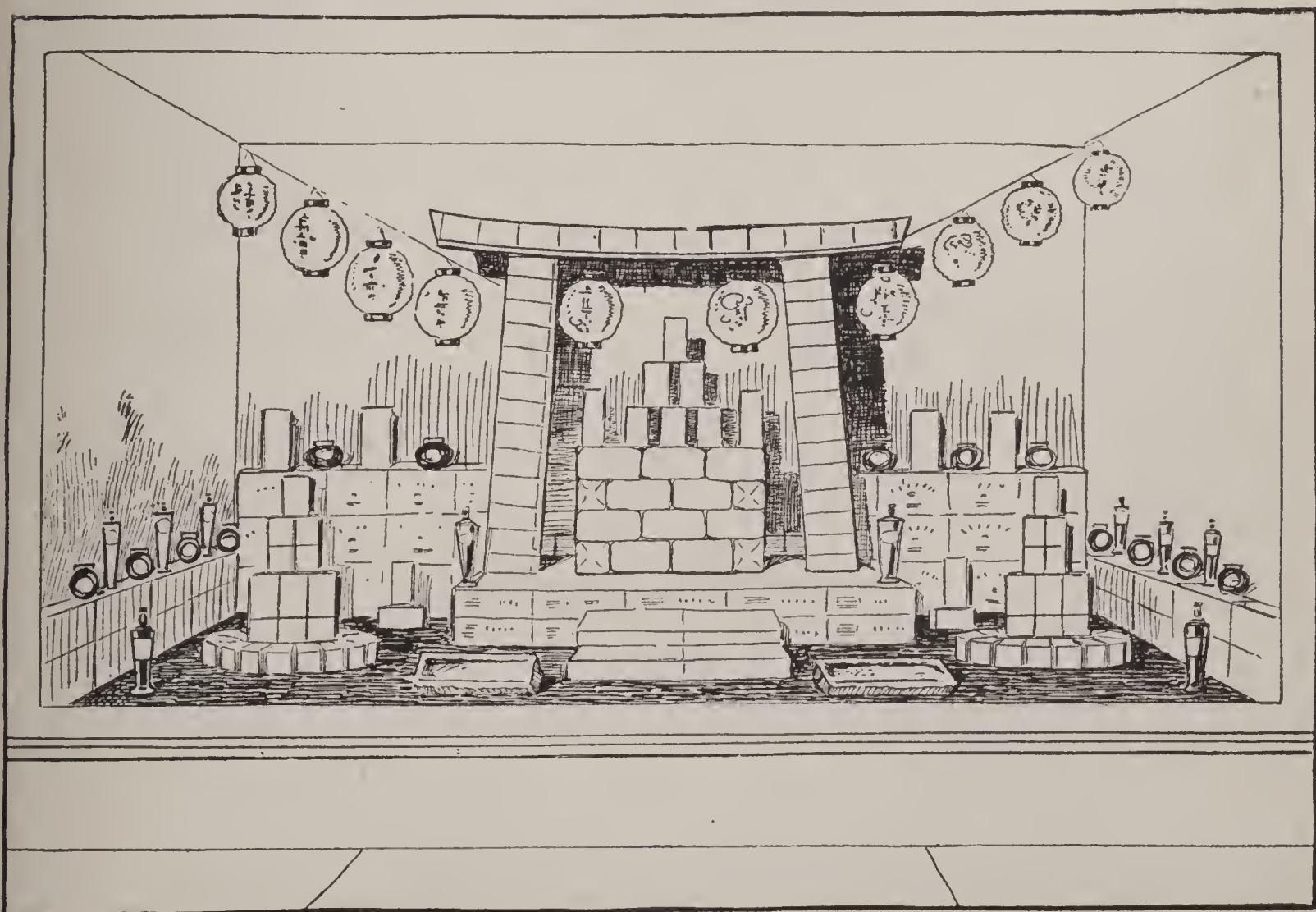
A Japanese effect, a good feature window for pushing of teas, coffees, cocoas, etc., and other items whose place of origin is always associated with some wonderful tropical or oriental country, is the plan in this drawing.

At the rear and center of the window an arch constructed of cartons is the feature of the whole window. It's a simple one, too. Take some one-pound tea cartons or cans, or get your source of supply to furnish enough for the feature.

The two uprights should be made to lean towards the center. To do this to best advantage, the lower carton may be cut diagonally from corner to corner so as to give the whole pillar the desired tilt, as indicated in the drawing. The process of strapping the cartons together will answer in handling the stringer across the top. Put the gummed tape on the back of the cartons, but permit a very little play between the cartons, so that the curve as shown in the drawing may be secured.

After the top piece has been put into position, fasten it securely to the uprights, and if necessary, the whole arch to the back and top of the window. Japanese lanterns should be strung in similar fashion to that shown in the drawing. Decorate the sides of the windows with Japanese splashers, which are paper hangers decorated with oriental designs which may be had for a small price.

The plan in the drawing can be improved upon even further by placing two or three Japanese parasols on top and at each side of the arch.



# The Grocer's Window Book

## *For Larger Coffee and Tea Sales*

The construction of this attractive Japanese tea and coffee window is easier than it would seem. The preliminary work consists in taking a few beets—select those whose tops are in the best condition—and slicing off the tops about one-half inch down into the body. By treating several in this manner and placing them in water, a very pretty growth will soon develop. At the same time the beets are placed in water, some pieces of horseradish root should be given the same treatment. By changing water often, sprouts will quickly start.

When the vegetation has developed sufficiently, the window trimmer can proceed with the window. A shallow basin is constructed of cement, if possible, or otherwise any shallow container which will hold water will serve the purpose. In the center of this basin or pond is an island constructed of clay. On the top of this high island is a house of the Far East variety, and leading up to the house are stairs constructed of rocks. Little pools are scattered about the island with vegetation growing in them. Storks secured from the toy department are standing about in the water and Japanese figures are grouped about. The water in the pond should be changed at least once a day in order to keep the vegetation in good condition.

At either side and in the rear of the display pyramids are built with

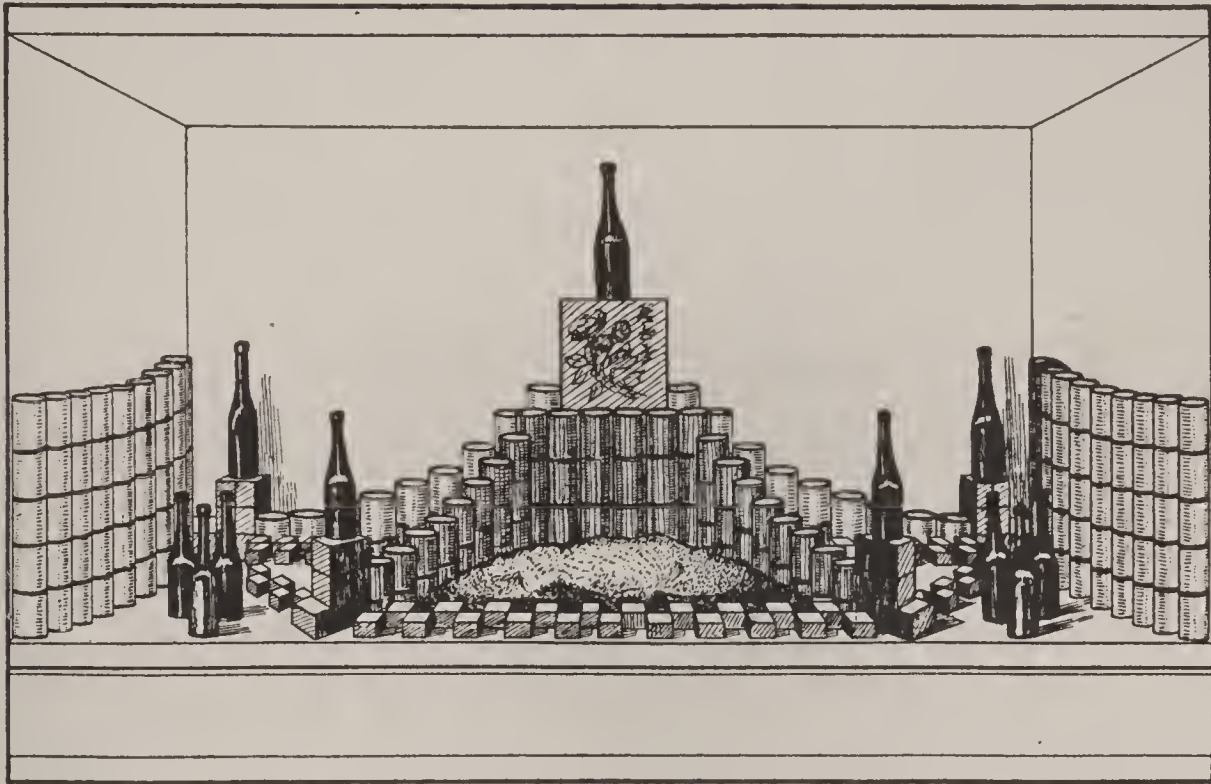




## Displays for Coffee and Tea

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cartons of coffee and tea, surmounted by Japanese umbrellas. At the front and sides are such arrangements of the same goods as will go nicely with the individual window.



*Catchy Layout for Coffee and Tea Window*

Coffees and teas cannot appear too often in the show windows. They pay big for extra efforts expended in attractive preparation.

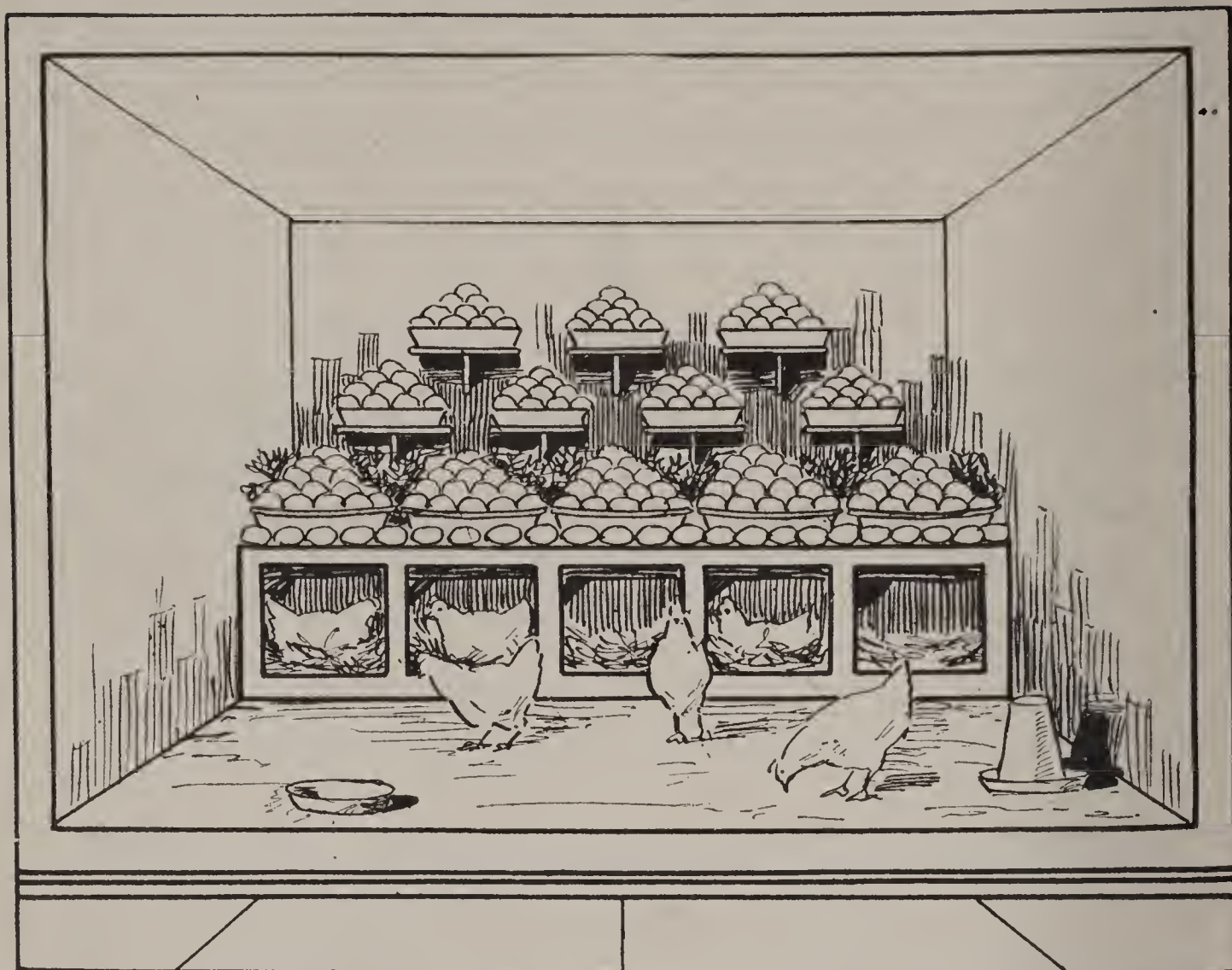
The display, an outline and general plan of arrangement of which is shown, is to be made on those ones, twos, and threes of your coffee in canisters, cans, or cartons, as well as packages of your different blends of teas, together with a representation of the quarter, half, and one pound packages of India, Ceylon, Japan, or China's finest.

The plan of chalking the floor and so arranging a general contour of the display is a good idea, and does away with a waste of time in installing the goods themselves. This plan is found especially advantageous where circles or semi-circles are constructed of cans and packages.

In the center and foreground of the window is deposited a pile of your special blend of coffee. It is inadvisable, aside from any standpoint of whether or not it is desirable to do so, that the pile be coffee all the way through. The pile should have for a center, cartons or cans built up, and which can be covered over with a piece of cheese-cloth, and on this foundation is placed the bulk coffee.

## CHAPTER SEVEN

### Display Ideas for Dairy Products



*A Display for Butter and Egg Sale*

A ROW of nests in boxes is constructed along the back wall of the window to accommodate laying hens. Clean straw is used in the nests and trapdoors at the back may be arranged so that the eggs may be removed as they are laid. Imitation nest eggs should, of course, be provided for each nest. The dull kind that look like hens' eggs will be more effective. On top of the boxes which form the nests is a row of five white enameled pans. In these pans eggs are piled up to fill them. Sawdust may be used in the pans and covered with the eggs to produce the proper effect. A border of eggs is arranged just forward of these pans. Back of the pans is a generous arrangement of branches with green leaves. A row of four shelves painted white, supporting white enameled pans of smaller size and filled with eggs, is arranged against the background with another row of three shelves similarly decorated just above. Clean white hens are probably most attractive in a display of this kind, for by all means the yard, nests, etc., must be kept scrupulously clean. Sometimes sawdust is used in these exhibits; however, clean sand is more desirable. Patent feeding and watering devices that cannot be upset, etc., better than open receptacles that get dirty and are generally upset.

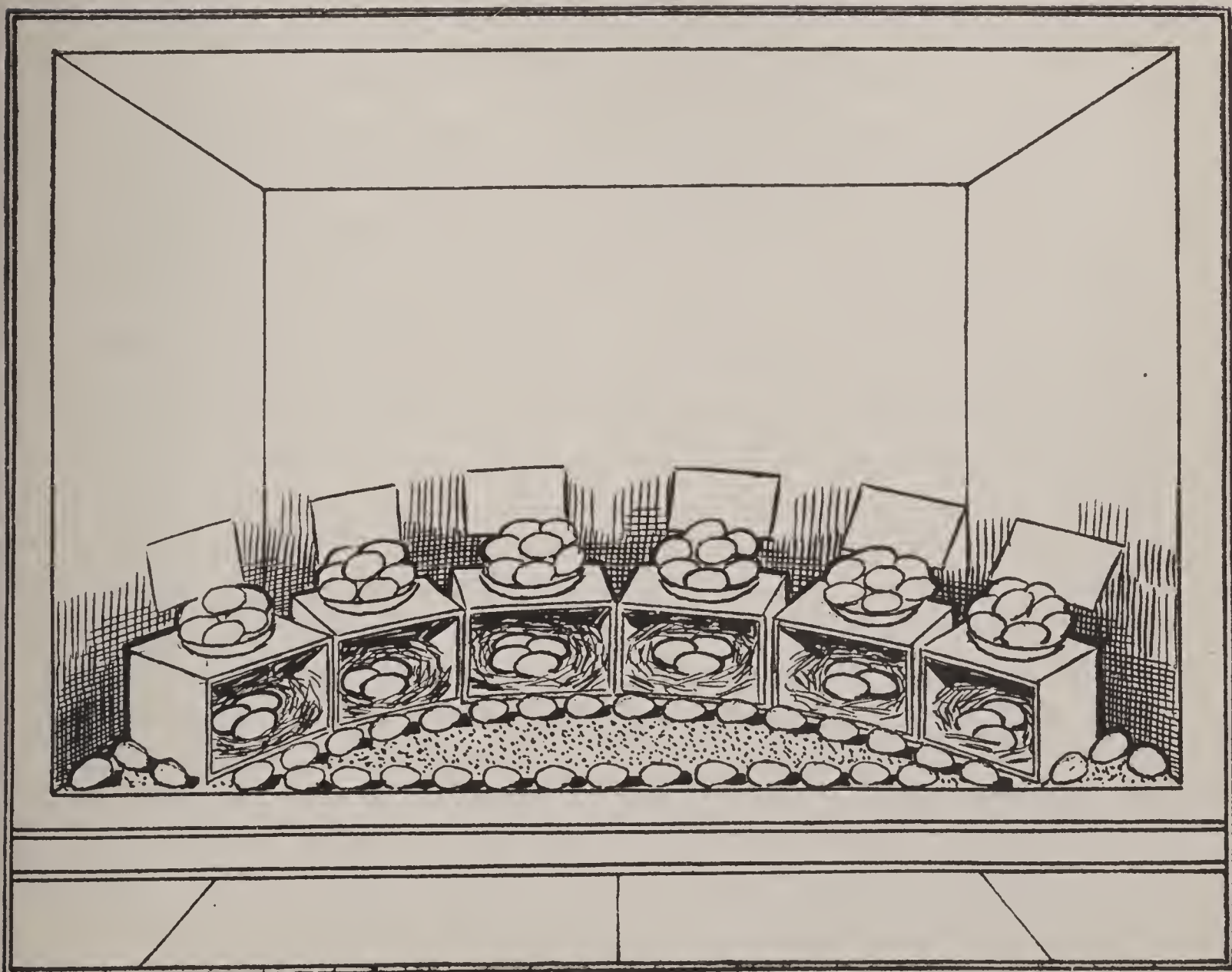


## Display Ideas for Dairy Products

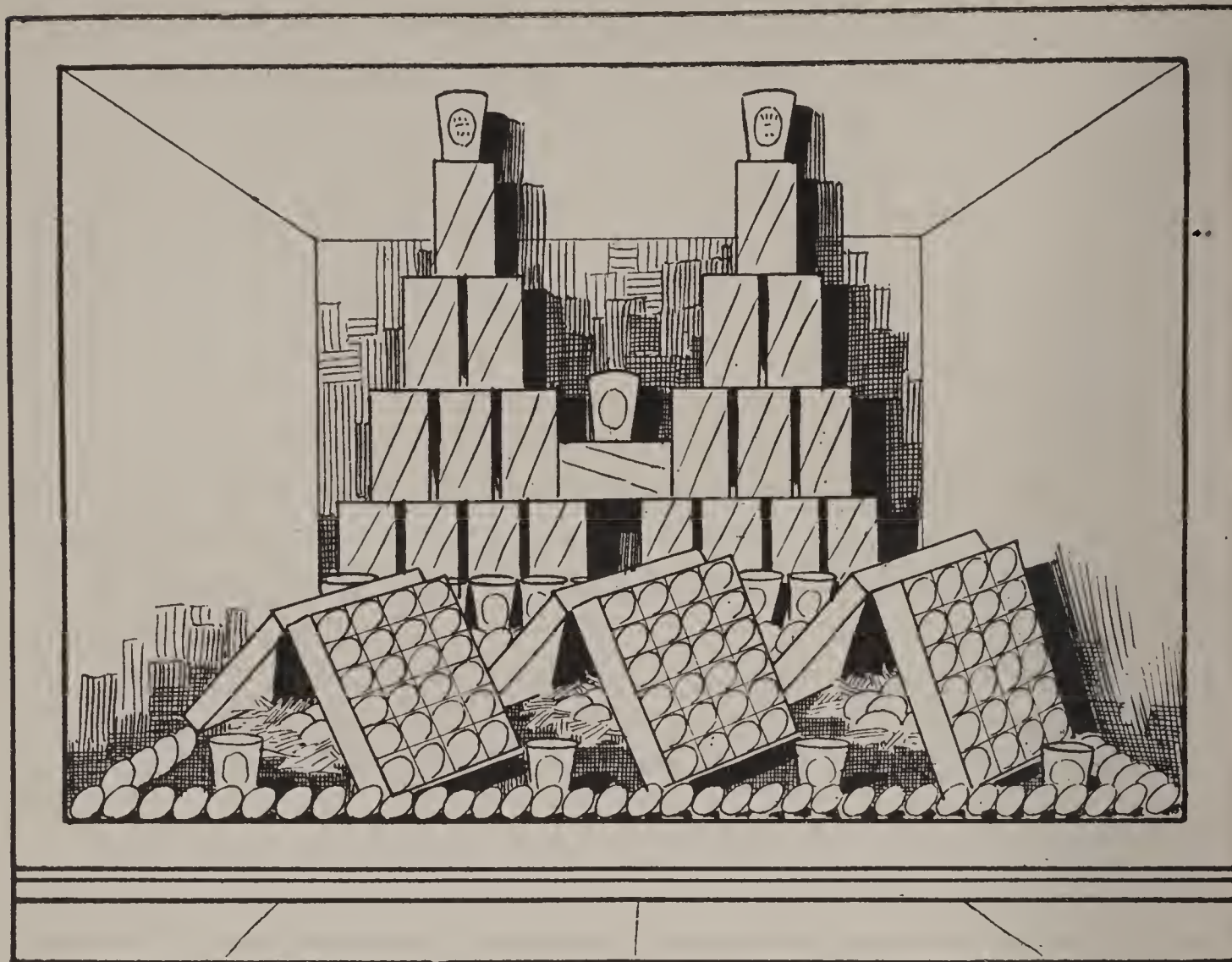
### *Nest Plan for the Egg Display*

To avoid possible accusation of slighting the noble hen, a window devoted exclusive to eggs is pictured here. A row of six boxes circle about the window, being placed carefully on an exact line of an arc of a circle, the opening in each box facing toward the front center of the window. Inside each box a neat nest is carefully made of light, fresh, clean straw, three or four eggs being placed in each nest. On each box is an attractive china bowl, filled with eggs with a placard displayed back of each, lettered with suitable information about prices and quality.

The remaining floor space in the window is carefully covered with clean sawdust which has been raked with a small rake to produce an even effect without packing. A border is made of eggs all around the remaining floor space, care being taken to have the sharp end of all the eggs pointing in the same direction. If necessary each box may be covered with paper of a tan color to harmonize with the sawdust. A small amount of stock is sufficient to produce this display, and the result will be highly gratifying as a reward for a small amount of labor.





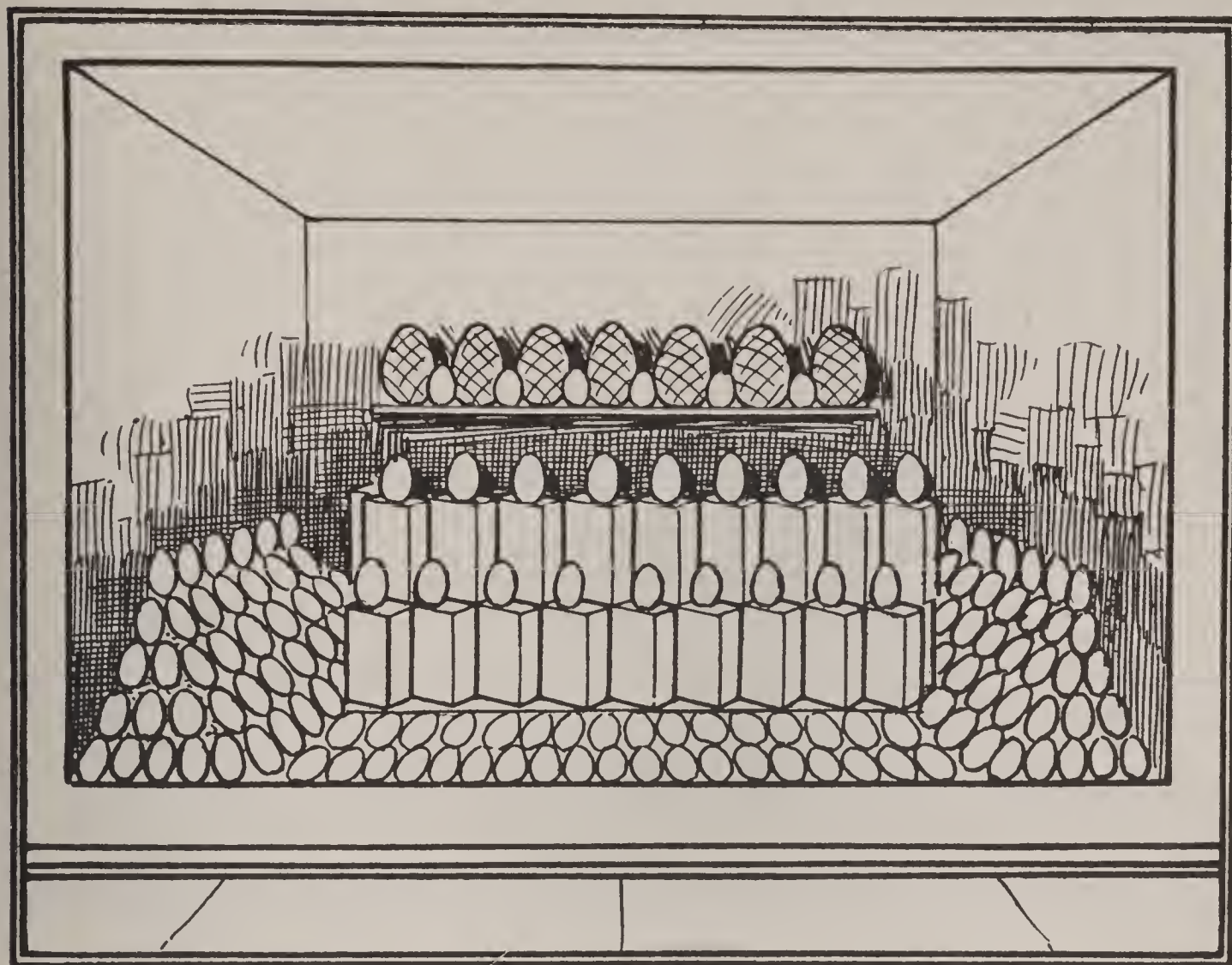


### *Building the Dairy Products Window*

A border of eggs is run around the front and two sides of this dairy window to enclose a floor display, the chief feature of which are three hen's nests. The floor is first well covered with sawdust spread out evenly and carefully raked. Egg boxes are used to make shelters for the nests in the shape of an inverted V. Tacks should be put in the floor to prevent the boxes from slipping, or in case the floor is of hard wood or tile where it is not desirable to put in nails, strings may be run across and attached securely to the bottom of each box to avoid their sliding apart. At the top where the two boxes meet, they should also be securely fastened together. All this work with the string is, of course, done before any eggs are placed in the boxes. The nests inside the inverted "V" are made of fresh straw carefully formed and filled with fresh eggs, after which eggs are placed in the egg boxes forming the coops. A row of cheese cartons, possibly four in number, extends across the front of the window just forward of the coops. At the rear of the window against the back wall two pyramids of butter cartons are built to the full height of the window and topped each with a cheese carton. The two pyramids are placed just far enough apart so that at about the third row from the floor a horizontal butter carton may be so placed as to bridge across between the two pyramids. Upon this horizontal carton a cheese carton is also placed. Just forward of these pyramids a double row of cheese cartons extends across the window.



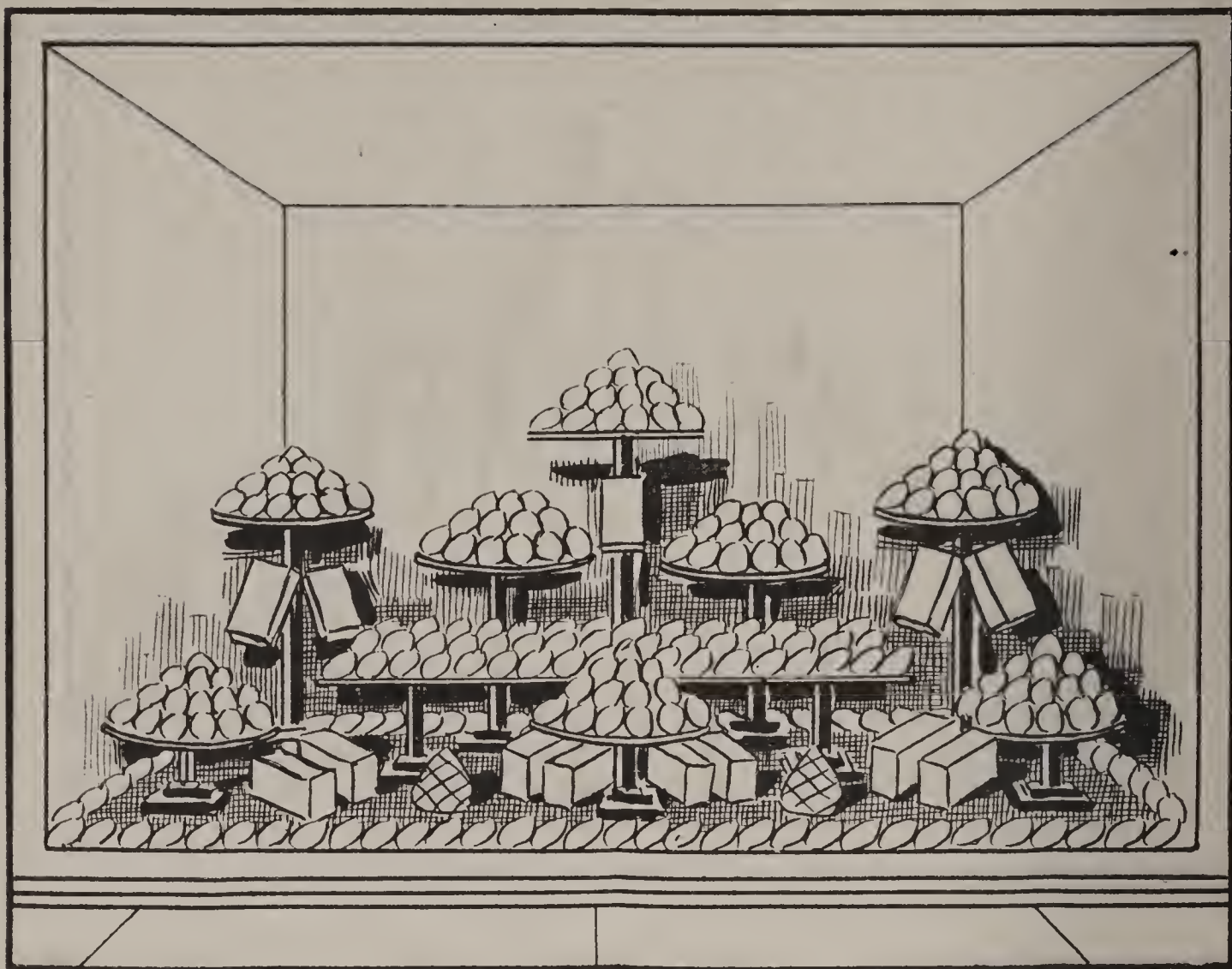
## Display Ideas for Dairy Products



*Butter and Eggs in Seasonable Array*

On the floor of this butter and eggs window is a zinc tray with a drain attachment built to hold ice. The tray sets against the back wall with a margin on either side of about eighteen inches and sets back from the plate glass about eight inches. A large piece of ice is placed on the tray in such a way that pound blocks of butter may be arranged in front of it so that the butter and not the ice will be visible from the front of the window. No cartons are used in the display, the yellow butter being exposed to view. The blocks are placed diagonally in two rows with an egg standing upright on each block of butter. The ice tray sets up about four inches above the floor of the window and the space all around the window is filled in with sawdust, which is banked up to the tray from the front of the window and banked up from the floor towards the side walls.

Eggs are carefully set into this sawdust and arranged in conventional rows. On the back of the window and above the rest of the display is a shelf where cheeses are placed alternating with eggs which stand up in the same manner as the cheese.



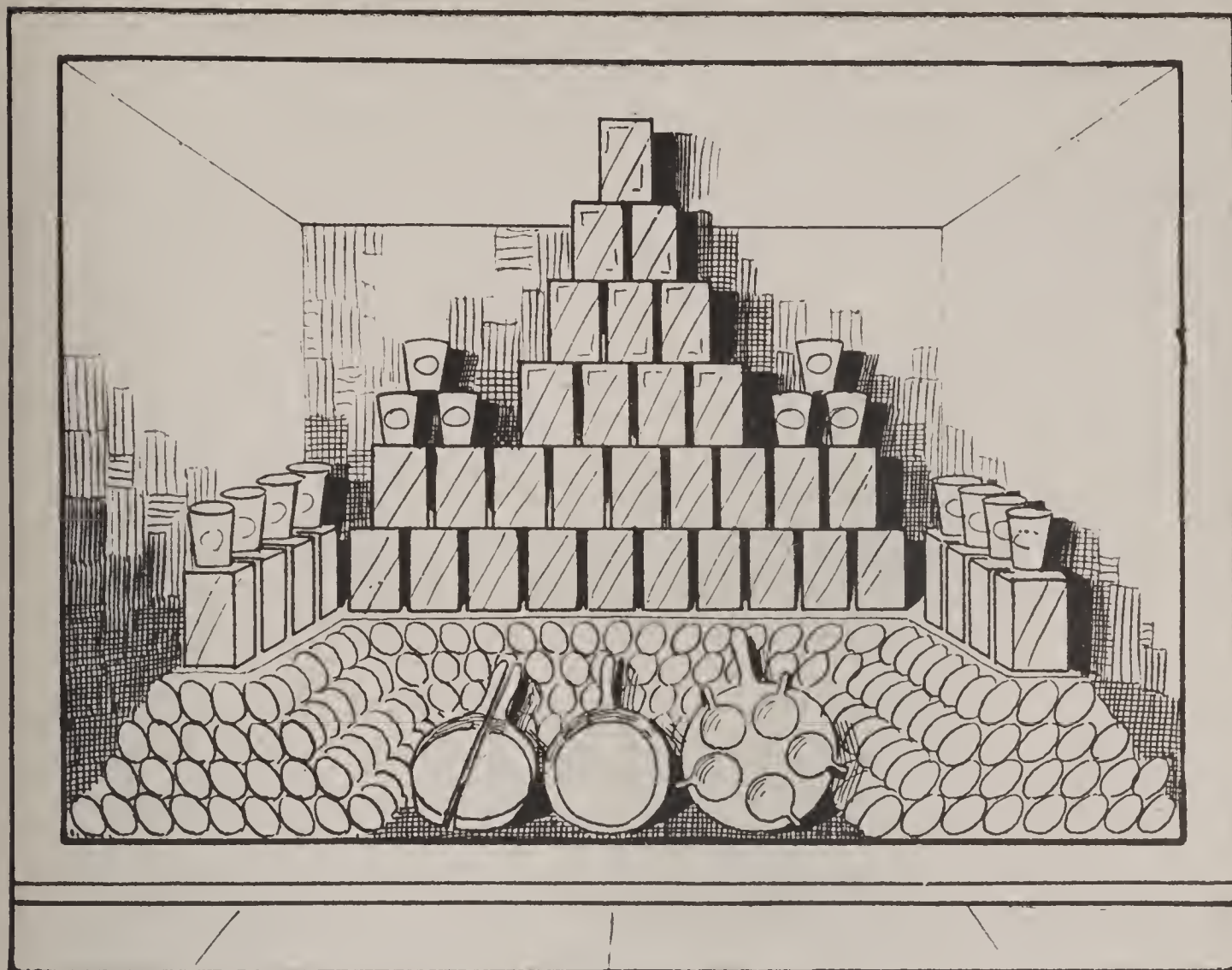
*A Window for Butter, Eggs and Cheese*

Dairy products should provide a rapid turnover for the merchant. They are used and demanded every day by his customers. A steady profit should be obtained on these goods, and a little boost now and then by means of a good display would not be amiss. A grouping of various dairy products can be made into a strong display.

In this window eight circular shelves and one oblong shelf, all supported by brackets, are used to display eggs and butter. The tallest bracket is at the center and near the rear wall of the window. At either side of this are two circular shelves supported at a lower height, while at each rear corner circular shelves reach a height between those already described. Upon the uprights supporting the shelves just described are wire attachments upon which butter cartons are displayed. Just forward of the five round shelves is a long oblong shelf a few inches above the floor. In front of the oblong shelf are three circular shelves on very low brackets. Eggs are displayed on all the shelves mentioned. Small balls of wax are used to keep the eggs in place. A border of eggs runs around the entire window. Butter cartons are displayed in pairs upon the floor, those in each pair being parallel. Cheese cakes are also shown in the favorable, remaining spaces.



## Display Ideas for Dairy Products



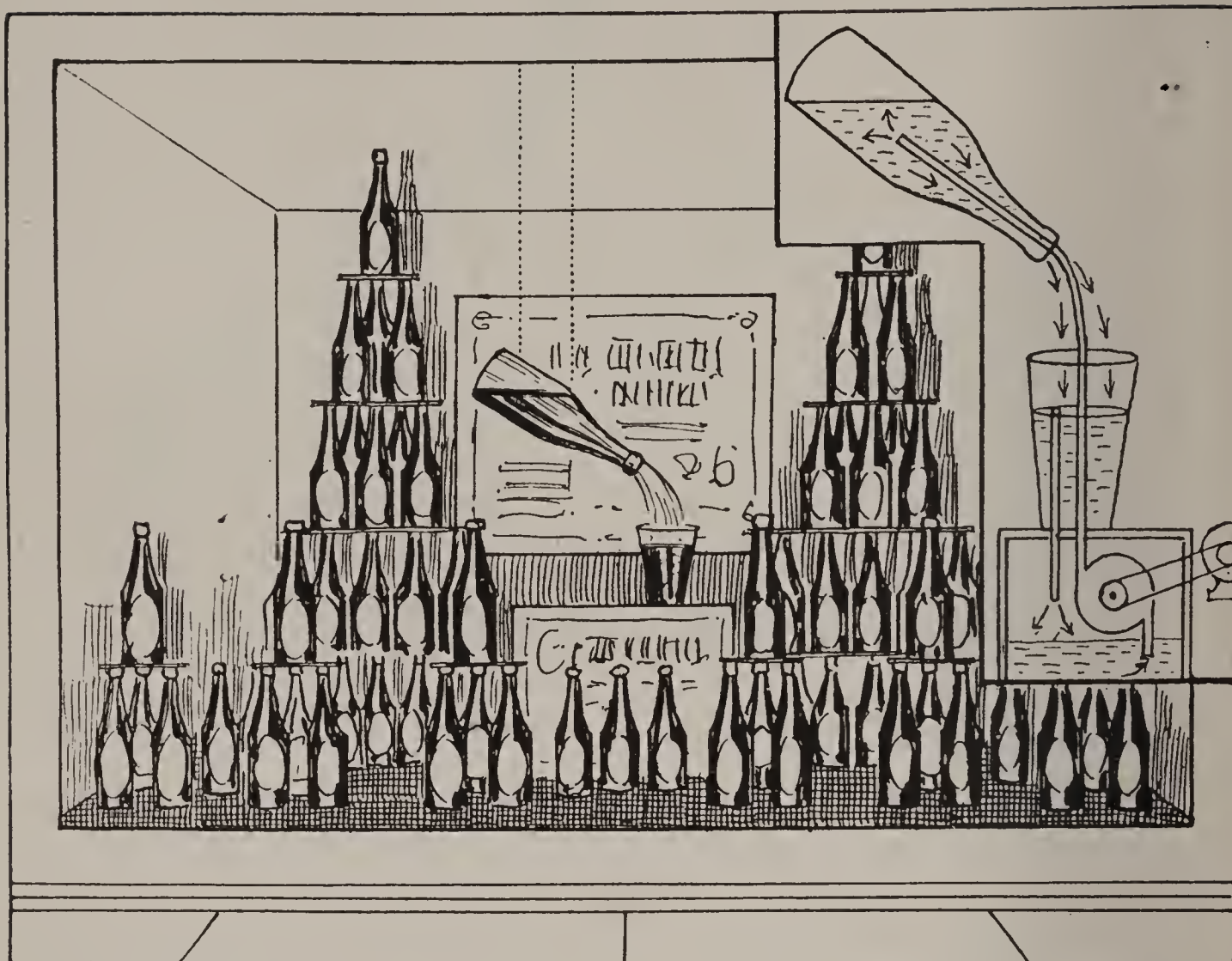
### *Building the Butter and Egg Display*

A shelf about eighteen inches high is built across the back of this window, extending toward the front to within about two feet of the plate glass. The shelf is about six to eight inches wide. On the floor of the window sawdust is used to bank up to these shelves in a pyramid construction. In shaping the sawdust it will be found advantageous to sprinkle it with water. Eggs are now placed in rows in this sawdust, as indicated in the sketch. Upon the shelving a row of butter cartons extends around the two sides and back of the window. Those cartons on the side shelves are topped with cheese cartons. A pyramid is built up at the rear with a deep jog at the third row, which is occupied by cheese cartons. Within the remaining floor space of the window are shown three aluminum utensils all highly polished and all especially for the preparation of eggs, one an omelette pan, another a frying pan, and the third an egg poacher.



## CHAPTER EIGHT

### Displays of Bottled Goods



*Running Beverage Window*

**A**N ARRANGEMENT displaying bottled beverages and one which is sure to arouse considerable interest shows a pyramid of bottles in each rear corner built to considerable height with circular glass discs between the rows of bottles. Six small pyramids, two bottles high, extend across the front of the window. A bottle with the cork pulled hangs near the center of the window by a chain from the ceiling so that the bottle tilts downward in the natural position of pouring the beverage into a glass. The glass rests upon a large box and the contents of the bottle are constantly being poured into the glass. In spite of this fact, however, the glass never fills and the volume of liquid in the bottle remains practically the same. The diagram in the upper right-hand corner shows the principle that may be used to operate the arrangement. A glass tube which runs through the bottom of the glass is bent so that it travels upwards through the stream which is pouring into the glass, thence through the neck of the bottle and on to the middle of the bottle. The tube should be of such a size and the force of the pump so adjusted that the bottle will be kept partially



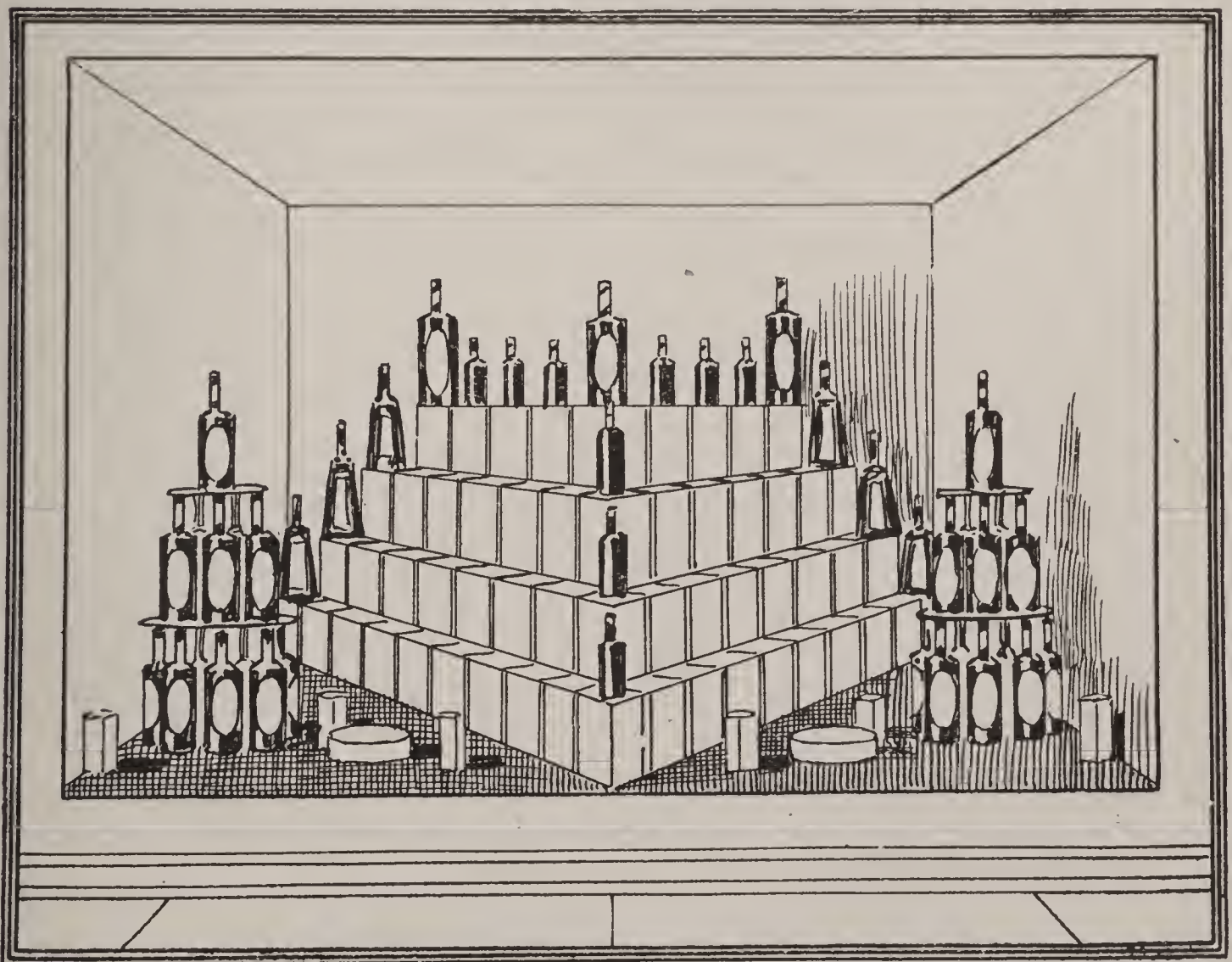
## Displays of Bottled Goods

filled and constantly pouring into the glass. The most successful result will be obtained from a liquid that is not too transparent—about the color of root beer, for instance, will work with excellent results. The glass tube which carries the liquid upwards, being filled with liquid of the same color, of course, is invisible both in the stream and the bottle and the glass. An overflow tube prevents the glass from filling above a certain point.

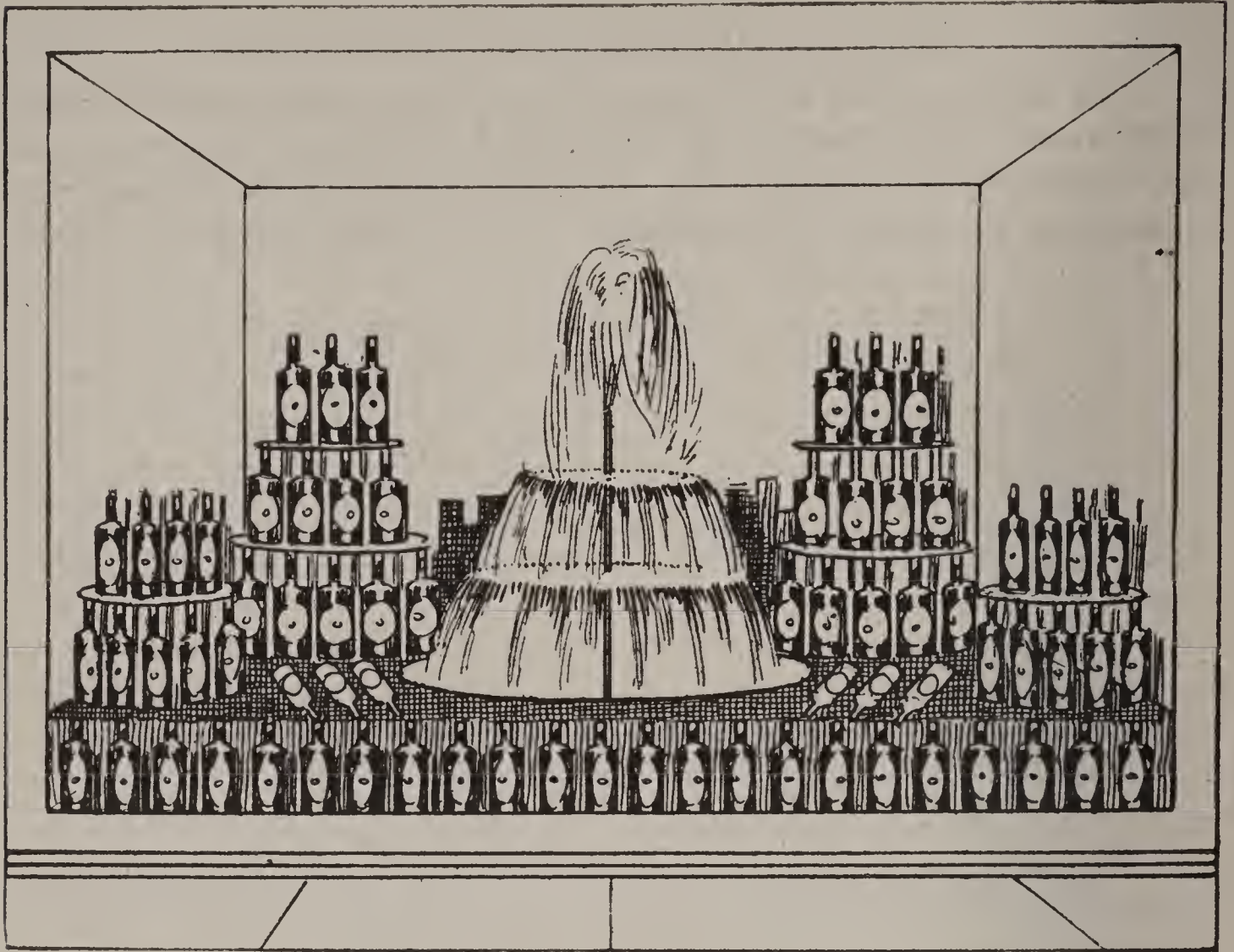
### *Framework Display for Bottled Goods*

This arrangement represents a window apparently quite well filled with goods, although as a matter of fact it has a small quantity. A crude framework is built up as a basis for the display, giving an effect of steps. Some judgment is required to select cartons whose coloring will harmonize. The cartons are placed on the framework in four steps.

With this basis of cartons a splendid display can be made of bottled goods of all kinds. A bottle is placed on each corner at each end, and a row of bottled goods runs along the top. In the floor space at either side are pyramids of bottled goods, built up three layers high. A sprinkling of smaller goods takes up the remaining space in front of the steps. Considerable ingenuity can be exercised in the selection of bottled goods for this display.







*Hot Weather Fountain Window*

A display of bottled beverages for the hot weather is represented in connection with a fountain playing a stream of cold water which flows down over a couple of discs and overflows into a tub, which serves as the pool. A platform in the window about seven inches high, or about the height of the tub, is built flush with the top of the tub, with a circular opening into which the tub is set. The flooring upon this platform covers the entire window space with the exception of a strip across the front next to the plate glass about four or five inches deep. In this space is a row of bottles displaying an attractive beverage extending across the entire front of the window. In each of the two rear corners of the window are circular truncated pyramids built of bottled goods with plate glass discs between, circular in shape. In each forward corner is also a truncated cone built of bottles with a circular glass disc between. The feed pipe for the water supply of the fountain runs through the center of the tub, to which it is well soldered, and extends up through the two discs, which it supports. A small spring nozzle at the top of this pipe sprays the water up into the air in small streams, allowing it to flow over the two discs and down into the tub, where a drain pipe carries off the overflow.



## Displays of Bottled Goods

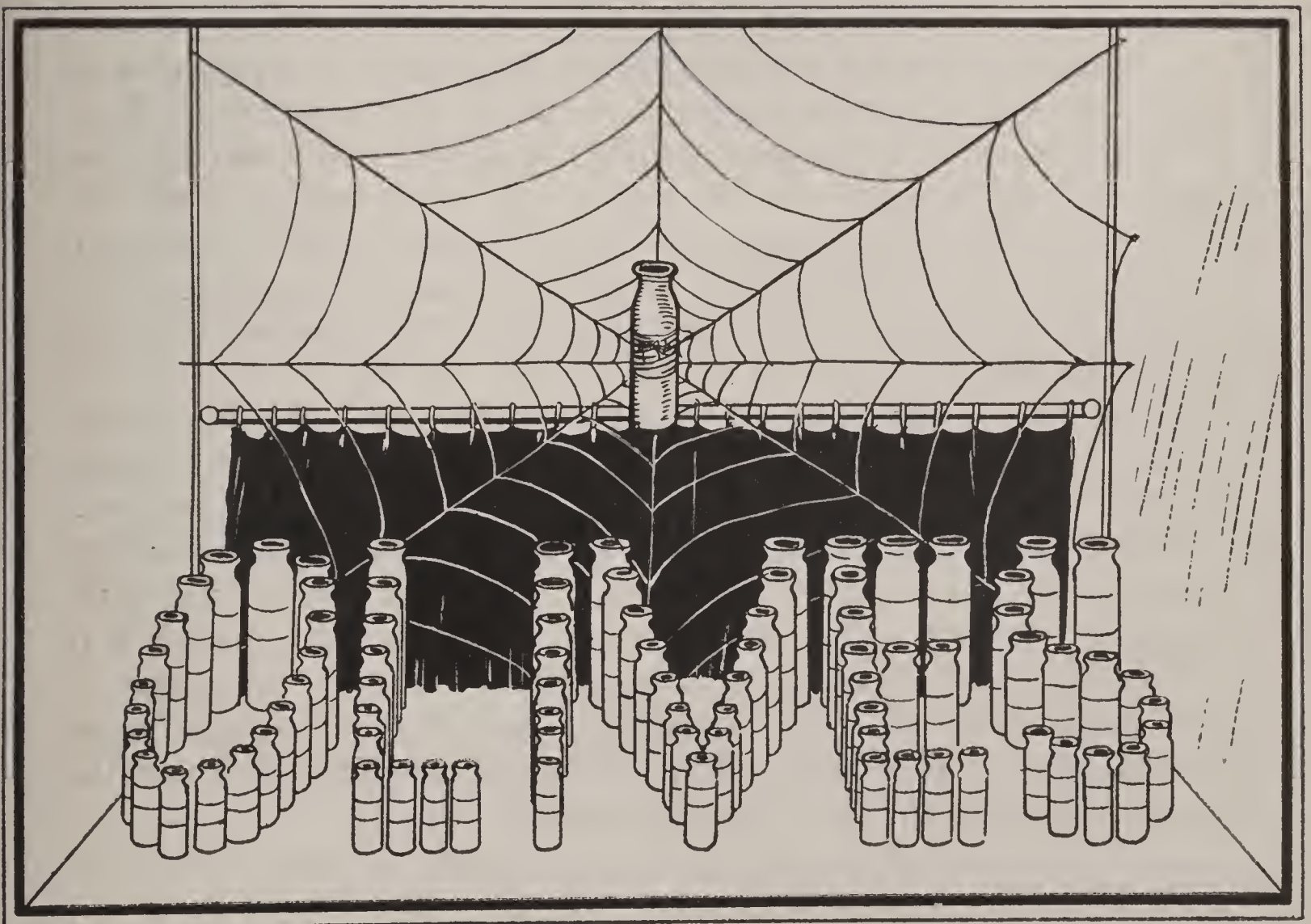
### *Novel Feature for an Olive Arrangement*

The feature in this olive window is an easily constructed spider-web. White cotton clothesline for the four strands crossing at the center, and light cord or wire for the other threads in the web, are the materials required for the feature in this window. Then fastened firmly to the center is a bottle of your fanciest in olives.

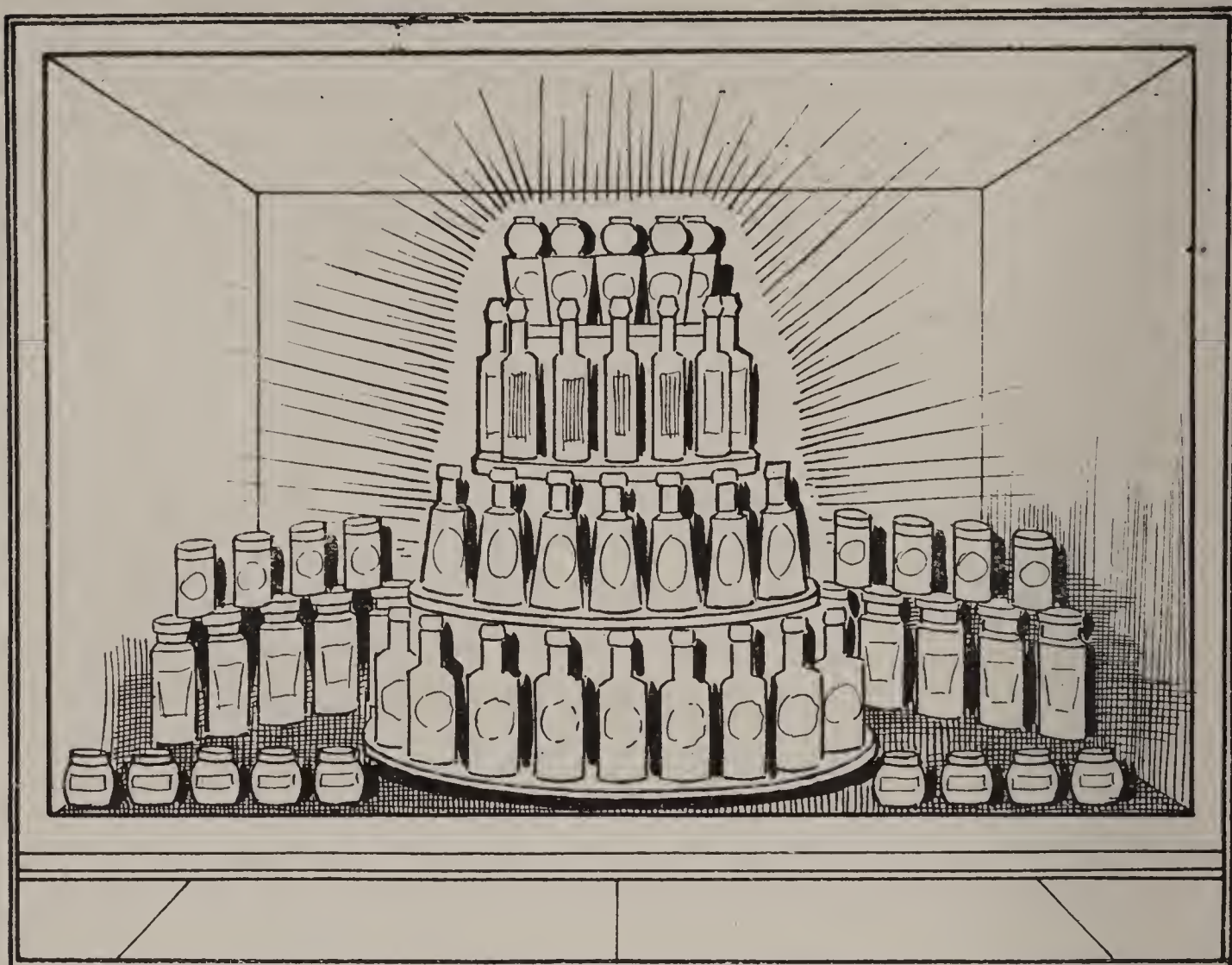
The method of preparing the web will suggest itself by the drawing. The web should be built into the space it is to occupy, rather than put there after having been made for the space. Take your white cotton clothesline and run a length from the lower left-hand corner to the upper right-hand. Do the same from the other lower corner. Then one up and down, and one from right to left across the center. Tie them firmly together at the point of crossing. Pull these main strands taut.

The connecting threads of the web are then ready to weave into the main strand. Stove wire will do for this, and no tying onto the clothesline will be found to be necessary. Start on any one of the heavy strands, and by giving one or two turns firmly around the line, so that it is gripped tightly, the web is easily woven.

The article displayed in the window is named in a unique placing of the bottles to spell the word OLIVES. The graduating sized bottles in which the olives come packed will make the following of the suggestion in the drawing also an easy matter.







### *Lighted Display Gives Brilliant Effect*

This idea is one which was shown quite successfully at the San Francisco Exposition on a large scale. Four circular shelves, supported by a center post, are made to revolve slowly by means of a motor placed beneath the floor of the window. The goods shown on these shelves are displayed in glass bottles.

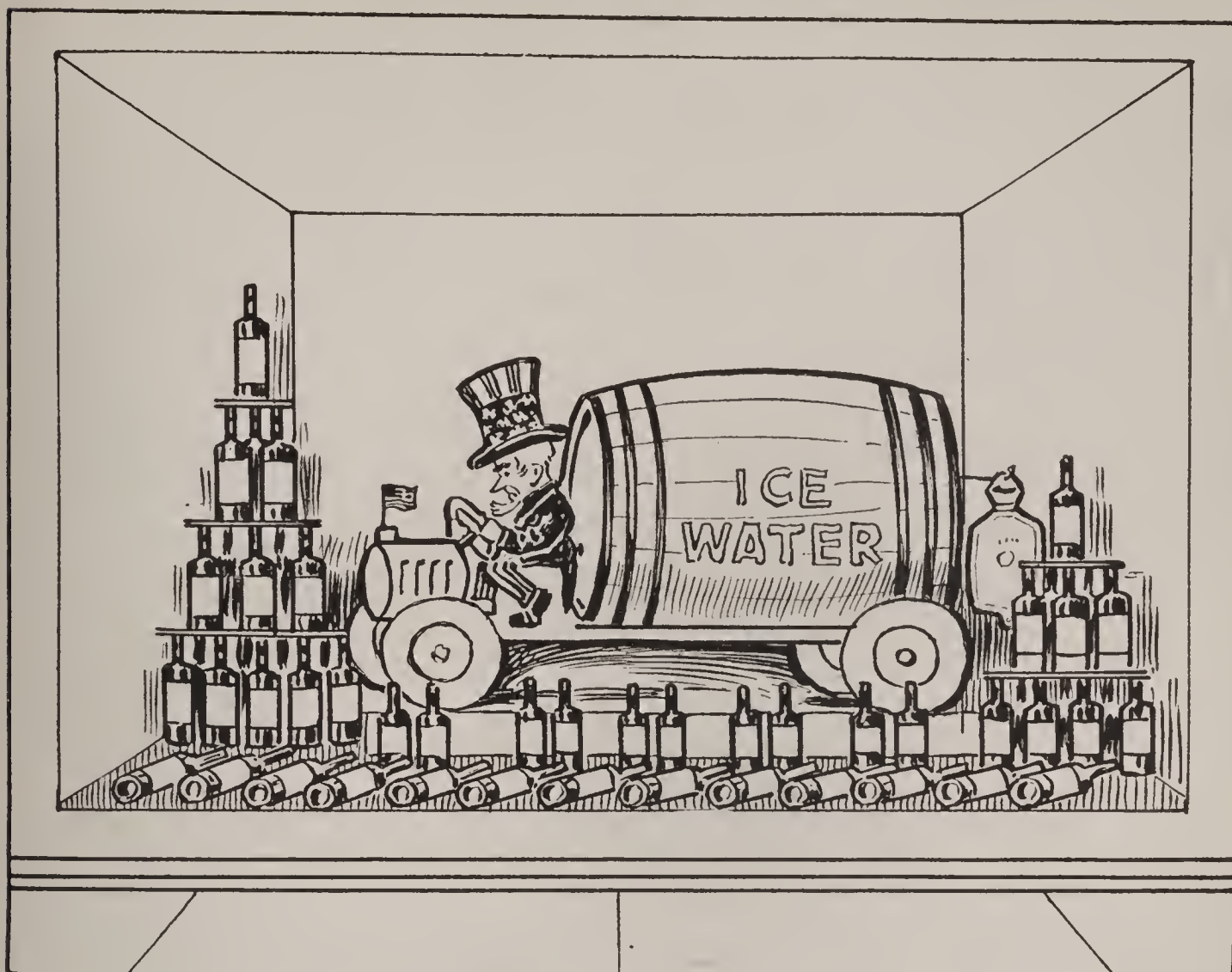
A number of electric lights, two or three on each shelf, are attached to the post, so that the light shines thru the bottles of various colored liquids, producing a most brilliant, glittering effect of sparkling glassware and attractive products.

The different shelves may be devoted to different products. Among those most desirable are vinegar, olive oil, salad oil, transparent jellies, pineapple juice, grape juice, and other beverages. An arrangement of jams and jellies in glass jars forms a semi-circle back of the revolving display, the small jars resting upon the large ones. A row of squatty jars runs along the front of the window near the plate glass.

The glassware should be kept nicely polished to get the full benefit of the brilliancy. The goods on the revolving shelves should be placed quite close together—in fact, the best results will be gained by having the bottles touch all the way around so that the rays of light must shine thru the bottles. The effect will be particularly appreciated in the evening when the lights appear brighter.



## Displays of Bottled Goods



*Unusual Soft Drink Display*

A display to advertise hot weather soft drinks is portrayed by a water wagon surrounded by pyramids of bottles. A small barrel is used as the water-wagon tank. It is placed on a board with small wheels and a box for the hood. The window trimmer's ingenuity can be used for making this truck look as nearly natural as possible. A doll placed in the driver's seat completes the picture. A tall pyramid, four bottles high, is directly in front of the truck, and a smaller pyramid is placed at the back. The truck is slightly elevated above the floor, so that it will stand out more prominently. In the floor space between the truck and plate glass, bottles of fancy soft drinks and imported liquors are arranged in a symmetrical display, a number of them being placed down lengthwise, slanting all in one direction, and a number standing upright. The barrel of the truck can easily be used for advertising purposes.



## CHAPTER NINE

### Fruit and Dried Fruit Displays

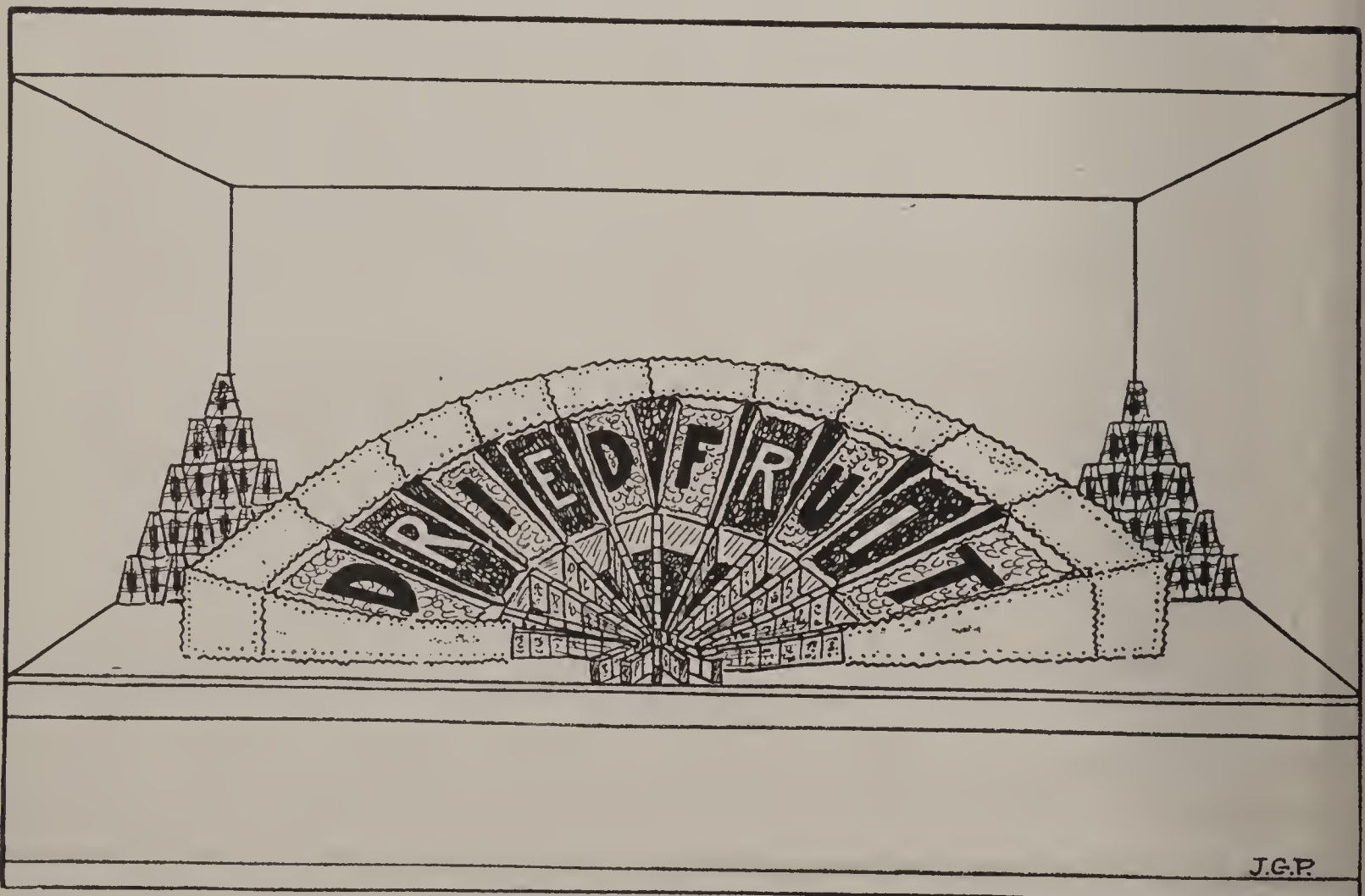
#### *Making the "Fan" Dried Fruit Window*

**W**HEN new dried fruits begin to come along the drawing reproduced shows the manner of arrangement of the center of a good strong window.

The design worked out by means of twenty-five pound boxes is that of an open fan. The placing of boxes is well described in the drawing and the feature completed by using a quantity of seeded raisin cartons converging at the front and extending a little beyond the point of contact so as to bring out the effect of the fan.

A color scheme should be aimed at in producing this window. As is shown in the drawing, the words "DRIED FRUIT" are worked out by means of using dried fruits of a lighter color as a background for the letters made of raisins and prunes, and the latter as background for peaches, apricots and nectarines.

The boxes are tilted at the rear by placing a strip of wood about ten or twelve inches high under that end of the boxes forming the outward edge of the semicircle of boxes. To add to the effect of the feature, strips of cardboard about eight or ten inches wide and of sufficient strength may be tacked to the outer rim of the boxes, and to this pasted multi-colored crepe paper or the white lace edged facing paper used in boxes of glazed fruit.





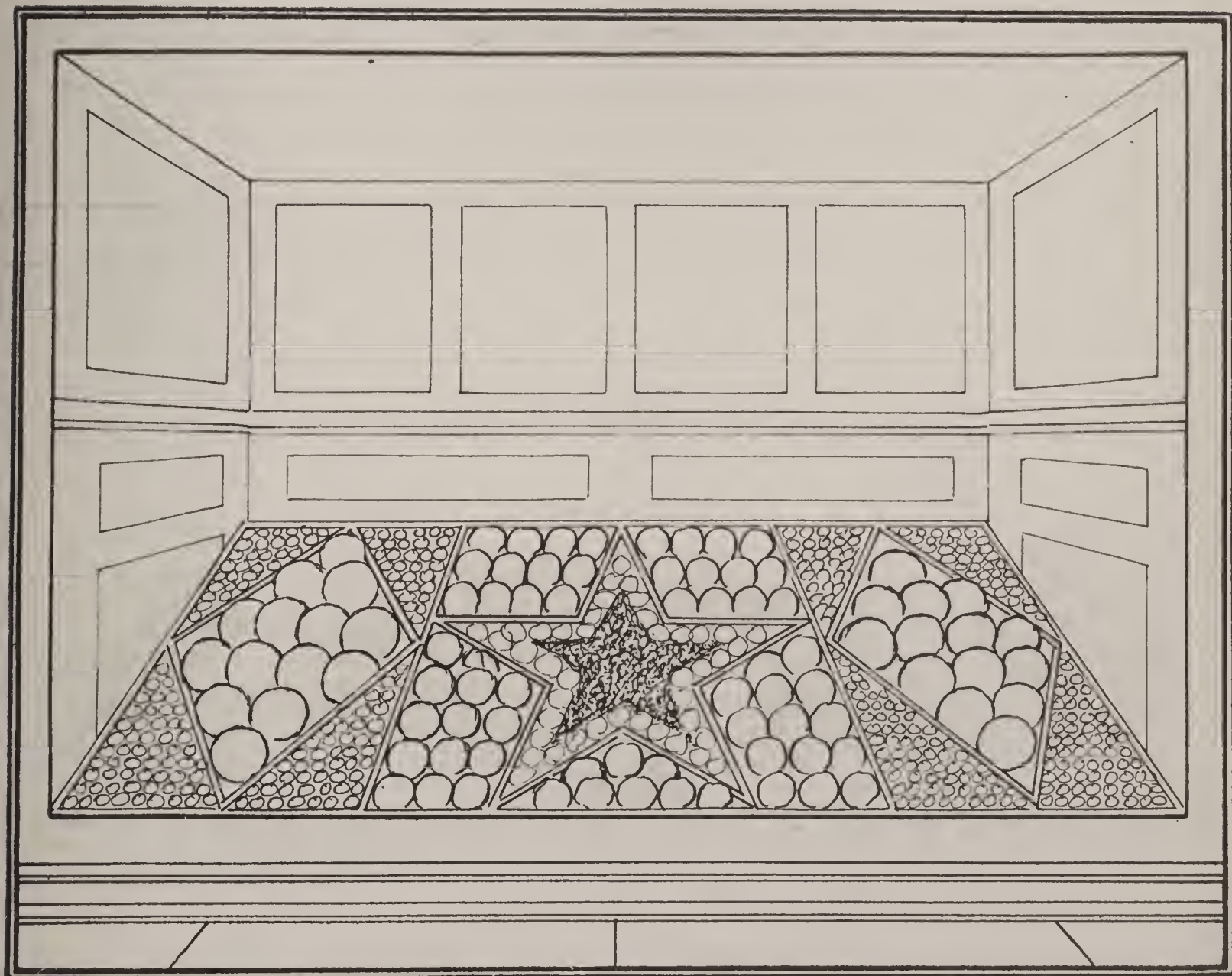
# Fruit and Dried Fruit Displays

## *Display of Fruit Forms Star Arrangement*

The arrangement of this fruit window is intended as a stock design to be filled in with such fruits as may be on hand. A framework supporting a sloping frame covering the entire floor of the window and sloping downward from the back of the window towards the front is constructed of lumber. The upper surface should be planed. A rim of three-quarter-inch-material is tacked on the four sides to make a rim about two inches deep. Thus far the construction is stationary and remains the same always. Divisions and frames may be made so that they will drop easily into place and afford a means of varying the general appearance of the fruit display.

Diamonds, stars, and single division cleats may be used as shown in the accompanying illustration. Other geometric designs may be made to substitute and vary the effects. In placing the fruits in the sections or divisions formed by the frame it is well to use the larger fruits in the larger sections and to separate the patches of large fruit by other sections of small fruit.

With a little study very attractive combinations of color and design may be made.



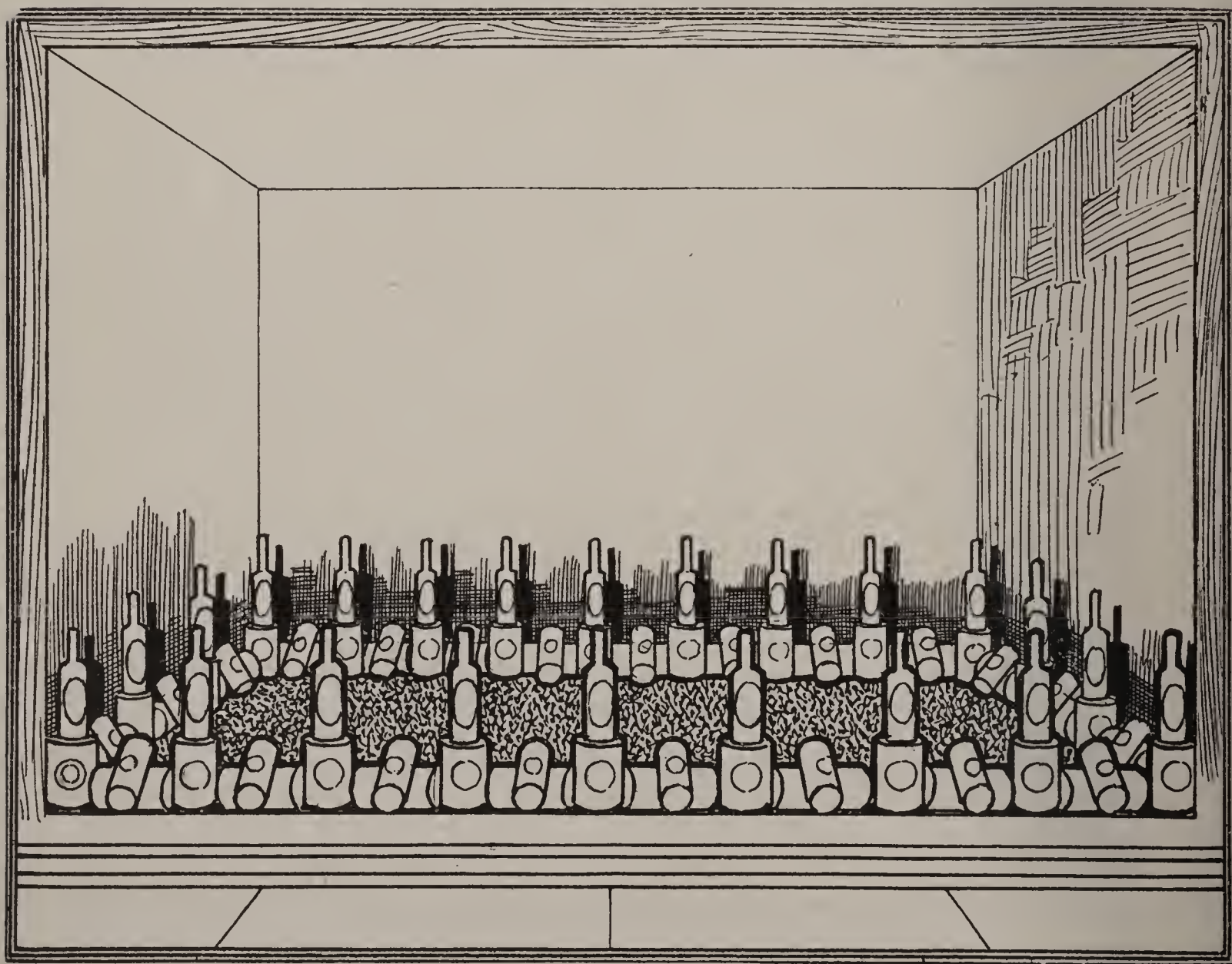


# The Grocer's Window Book

## *Pleasing Display of Dried Fruits*

The general idea in this dried fruit window is to construct a border of dried, canned and bottled goods around the entire floor space of the window, within which a covering of dried fruit forms a plain rich tone. If it is inconvenient to cover the entire floor with one kind of fruit, the space may be divided into two or four divisions equally spaced and each space having a different fruit. In such a case it is desirable to have the colors so arranged that they will balance well; for instance, if the square at one end is filled with dark fruit, the corresponding square at the other end should be filled with light fruit.

An attractive border is here shown by first arranging large cans alternately, first one on end and then one on its side. On each horizontal can another small can is placed tilted toward the front of the window. On top of each vertical can is a bottle which gives the border a scalloped effect and adds height and brilliancy to the arrangement. If cans can be used which match or harmonize with the color of the fruit used on the floor of the display, the success of the display will be assured.





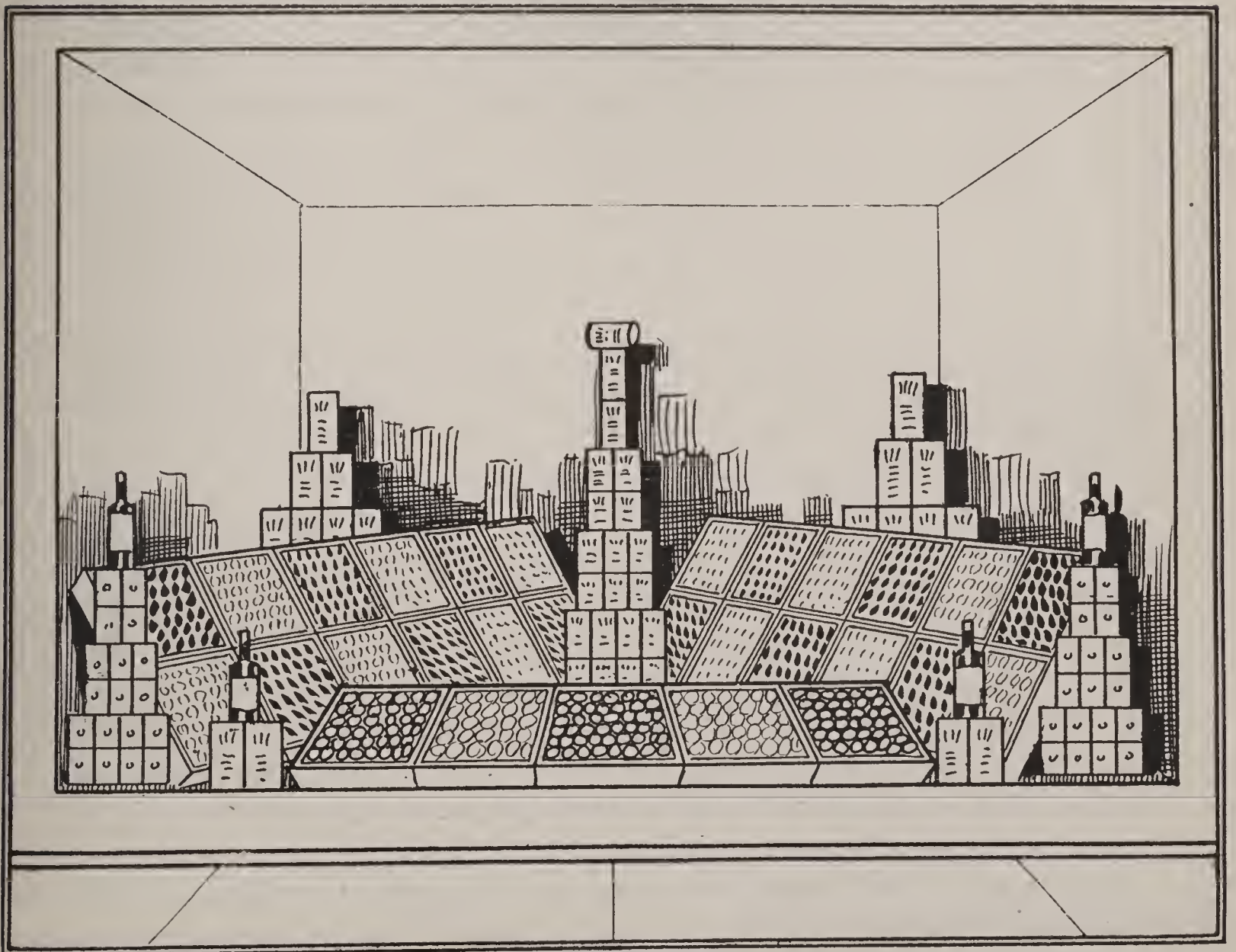
# Fruit and Dried Fruit Displays

## *Window Dressed to Sell Dried Fruits*

A dried fruit window is often timely and the products neatly packed in boxes lend to the display pictured here. A framework of light lumber which is to support a double row of dried fruit boxes is so placed in the window that a double row of dried fruits is shown tilted backward, and running from each corner forward of the window toward the middle of the window at the back.

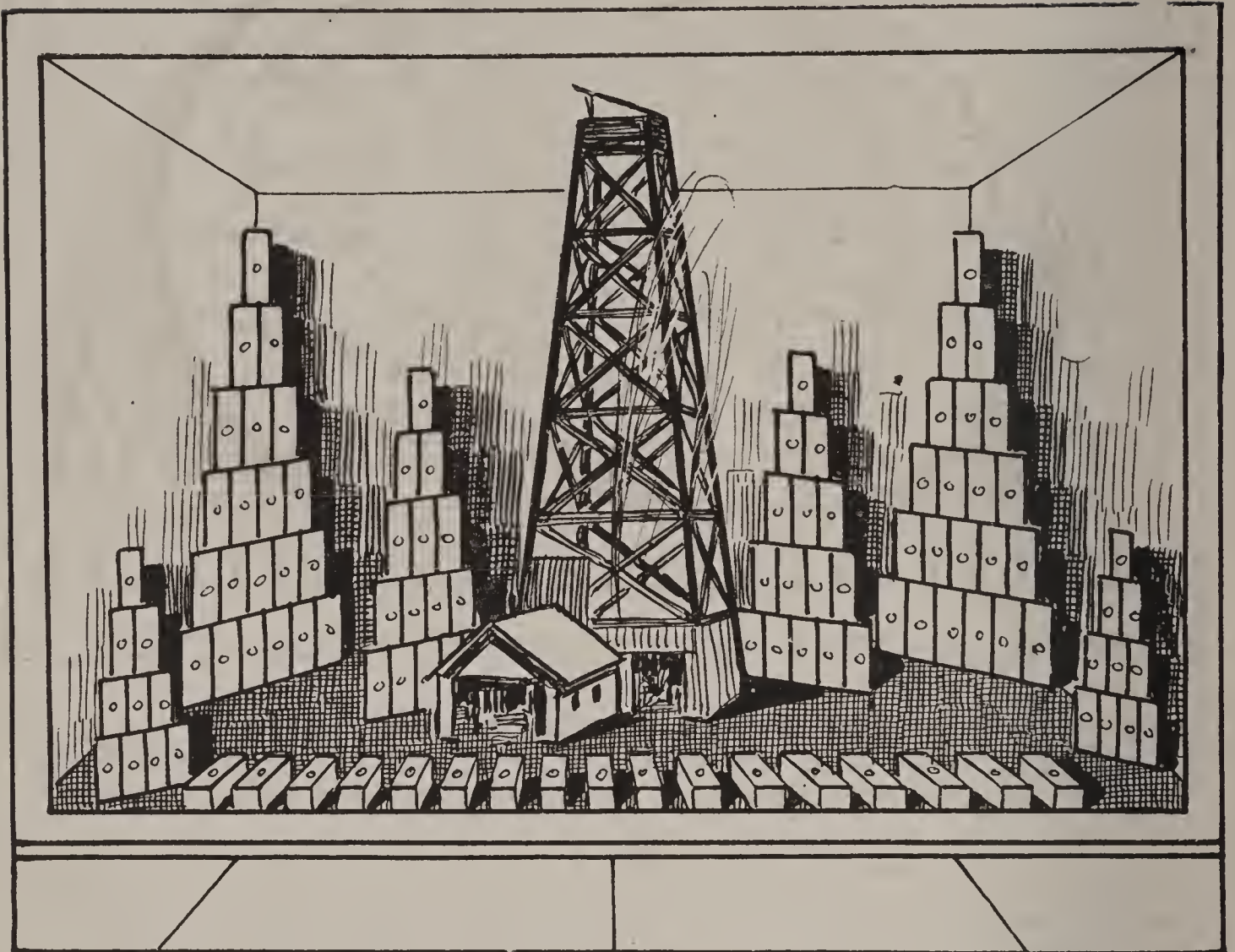
In selecting and arranging the boxes of fruit, light colored fruit should be alternated with dark fruit in such a way as to produce a sort of check-board effect. Across the front of the window is a row of boxes leading backward and displaying walnuts, almonds, hazelnuts and Brazil nuts. In the center of the window, a tall pyramid is built of canned cocoanut, each step in the pyramid being two cans high in order to get good height, and with the top can placed horizontally, with a bit of waxed paper attached to keep it from rolling off.

Small pyramids of canned fruits in either forward corner, each topped with a bottle, close up the opening behind the fruit boxes. A pyramid of dried fruits in cartons is built in each rear corner.



## CHAPTER TEN

### Displays of Miscellaneous Foods

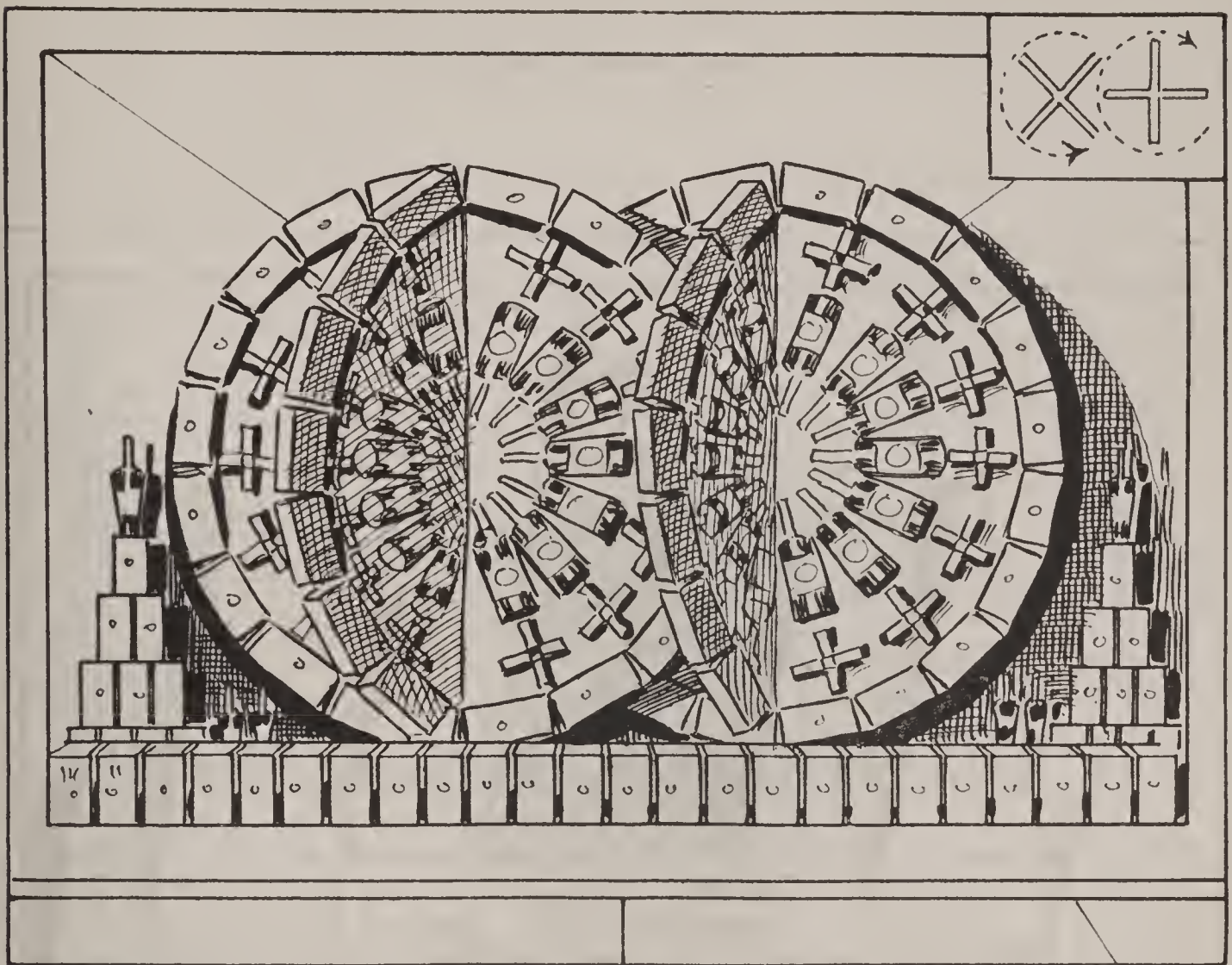


*Derrick Window to Feature Oils*

IN THE center of this window an oil derrick is built of light lumber as large as the window will accommodate. The shanty for the machinery is built forward of the derrick and the lower part of the derrick itself is enclosed. Displayed along with this derrick are bottles in cartons containing olive oil, salad oil, etc. A pyramid is built in each rear corner diagonally across the corner. Narrow pyramids are also built to the right and left of the oil derrick. In each forward corner are small pyramids made of smaller cartons. Across the front of the window lying horizontally on the floor are cartons arranged in a row parallel with the plate glass. If it is desired to make an active exhibit the derrick, shanty, etc., may be built in a large pan with a supply pipe extending through the bottom of it, so that it will play a small stream of water up through the center of the derrick gusher fashion. The present lively interest shown in oil production is here taken advantage of to arrest the attention and display vegetable oils.



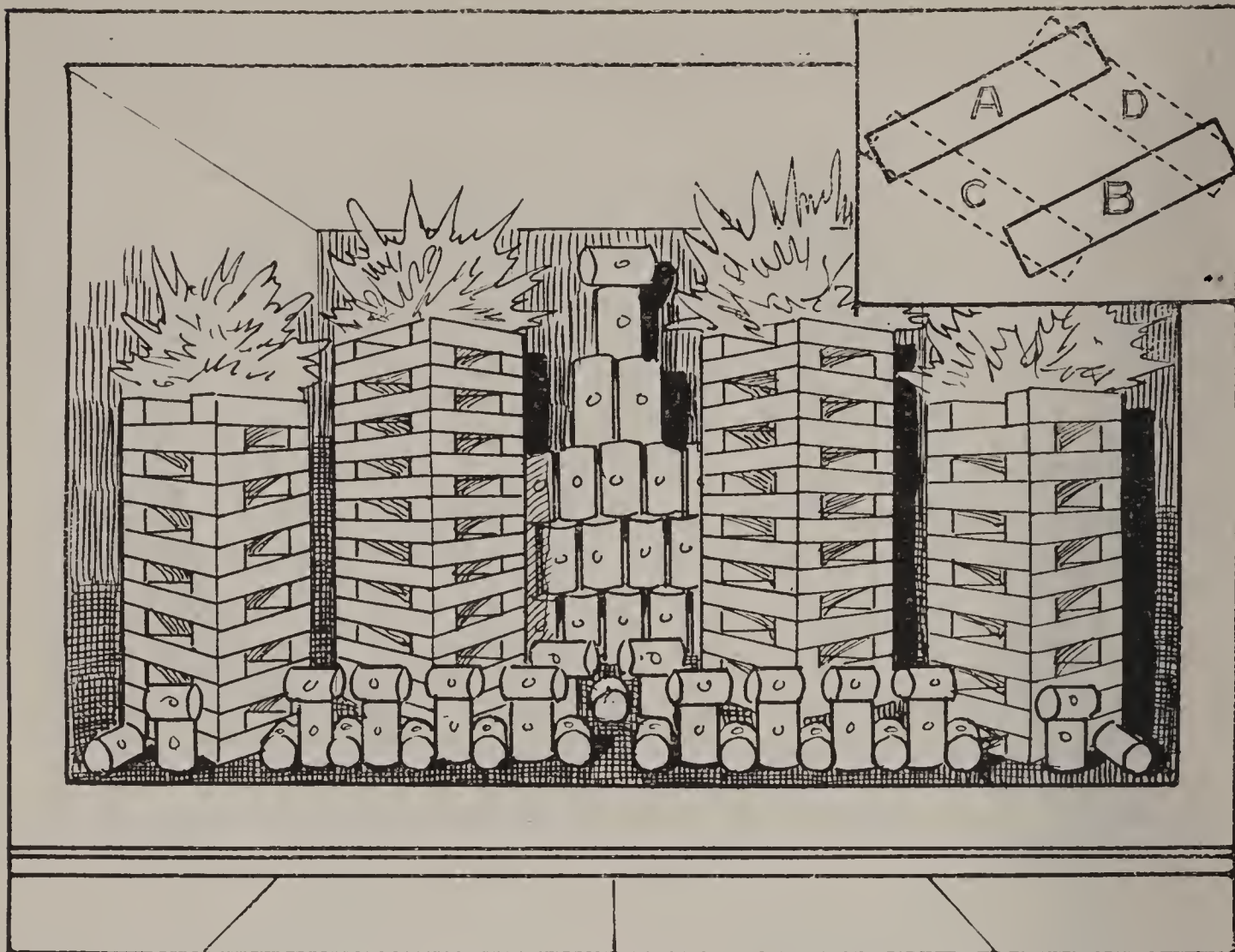
## Displays of Miscellaneous Foods



*Revolving Disc Window for Bottled Goods*

Two sets of revolving discs represent the main feature of the accompanying window. The diagram in the upper right hand corner of the sketch shows the floor plan of the arrangement, also the direction of the revolutions of each set of discs. The discs being circular and crossed, rest upon an axle at the center, which is revolved in such a way that the wings of the discs pass the central point alternately in a sort of cog wheel fashion, except of course that they do not touch. Once set, if the pulleys on the two sets of discs are exactly the same size, they will meet properly at every revolution. The discs are made of light lumber covered with a light shade of crepe paper to harmonize with the goods to be used. A border of cartons is tacked around each disc and a circle of bottled goods is arranged at the center. Small crosses made of tiny cartons are placed between the bottles and the border, one at the outer end of each bottle. Across the front of the window near the plate glass is a row of cartons spaced apart slightly. At either end also, just back of this row of cartons is a pyramid of cartons spaced apart and topped with a bottle. A number of bottles are now arranged in the remaining space in such a way that they will not interfere with the revolutions of the discs.





*Macaroni Window Timely Display*

The four diamond-shaped columns shown herewith are probably most easily built of spaghetti or macaroni cartons or some other long, flat cartons. The diagram in the corner of the sketch gives an idea of the floor plan of one of these columns and also a suggestion of the method of building up the column; for instance, A and B are two cartons which are first placed on the floor, being crossed at the ends by C and D, two cartons which rest upon cartons A and B. Now two more cartons are placed across cartons C and D exactly above and in line with A and B. This alternating arrangement continues until the column is built up to the desired height. The two inner columns are here shown built to somewhat greater height than the two outer ones. A spray of autumn branches tops each column. A pyramid of cane at the rear of the window is centered against the background and built up higher than the columns, with a horizontal can at the top. Across the front of the window is a row of vertical cans, spaced about three inches apart and each one topped with a horizontal can. Between these cans are cans resting upon the floor horizontally and with the bottom of each can to the plate glass.



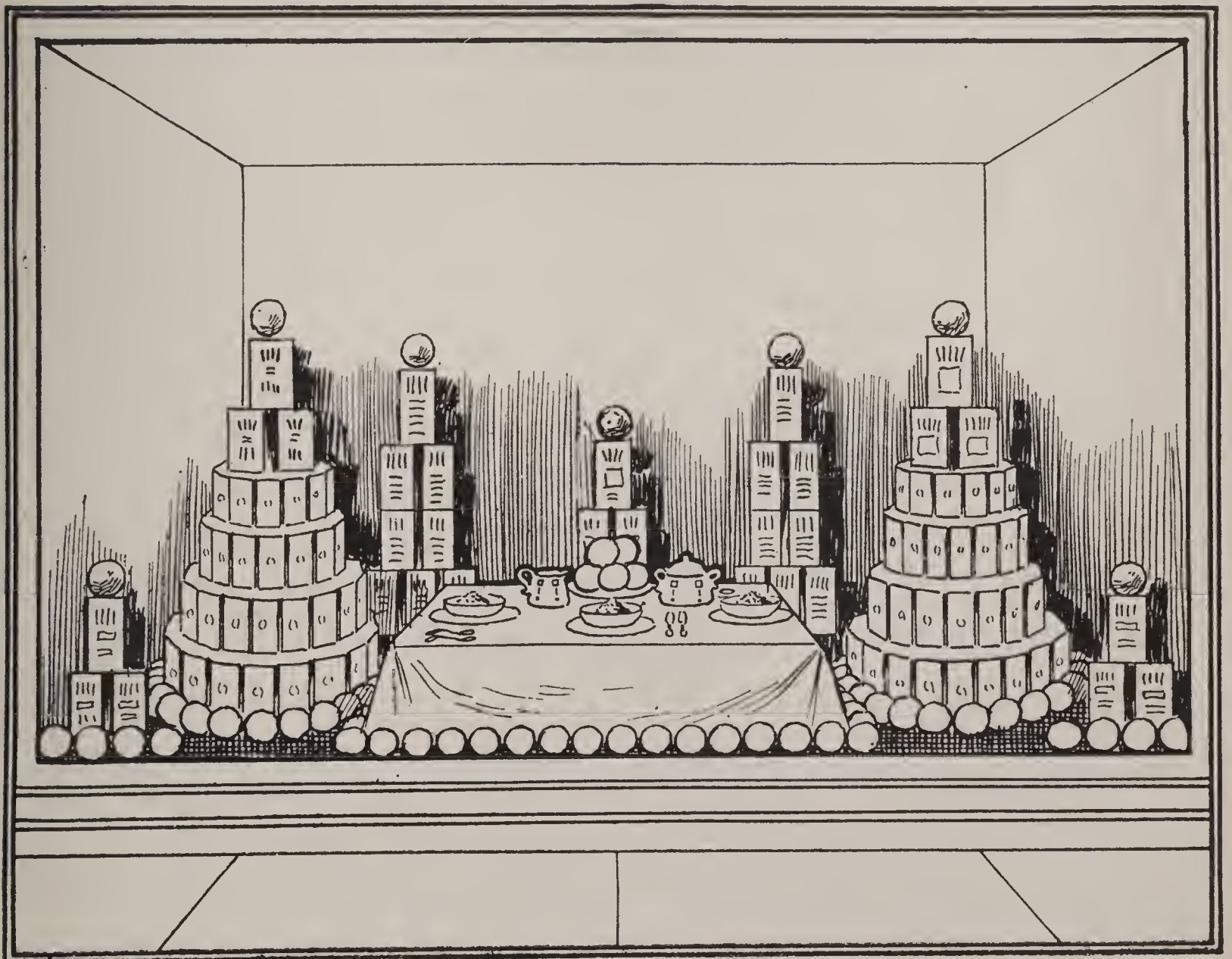
## Displays of Miscellaneous Foods

### *Breakfast Foods Timely Display Suggestion*

For constructing this breakfast display a small, low table in the center of the window is covered with a snow-white tablecloth, arranged to just touch the floor on the front side. This table is set for three, with a bowl of breakfast food resting on a plate at each of the three places, one at each side and one at the front. Don't forget to put a couple of spoons, new silver preferred, at the right of each plate, and place also on the table the prettiest white china creamer and sugar bowl that can be procured, to produce a dainty, appetizing effect. A plate of oranges occupies the fourth place at the table. At either side of the table, cartons are built up into a cone shape, beginning with a large circle on the floor.

Three small pyramids are built up at the rear of the window and two groups of three cartons each are placed in each forward corner. A line of oranges runs around each cone of cartons on the floor, also bordering the table and the other groups.

It is a breakfast idea and placards may be used with prices and boost phrases to more effectively advertise the goods shown.





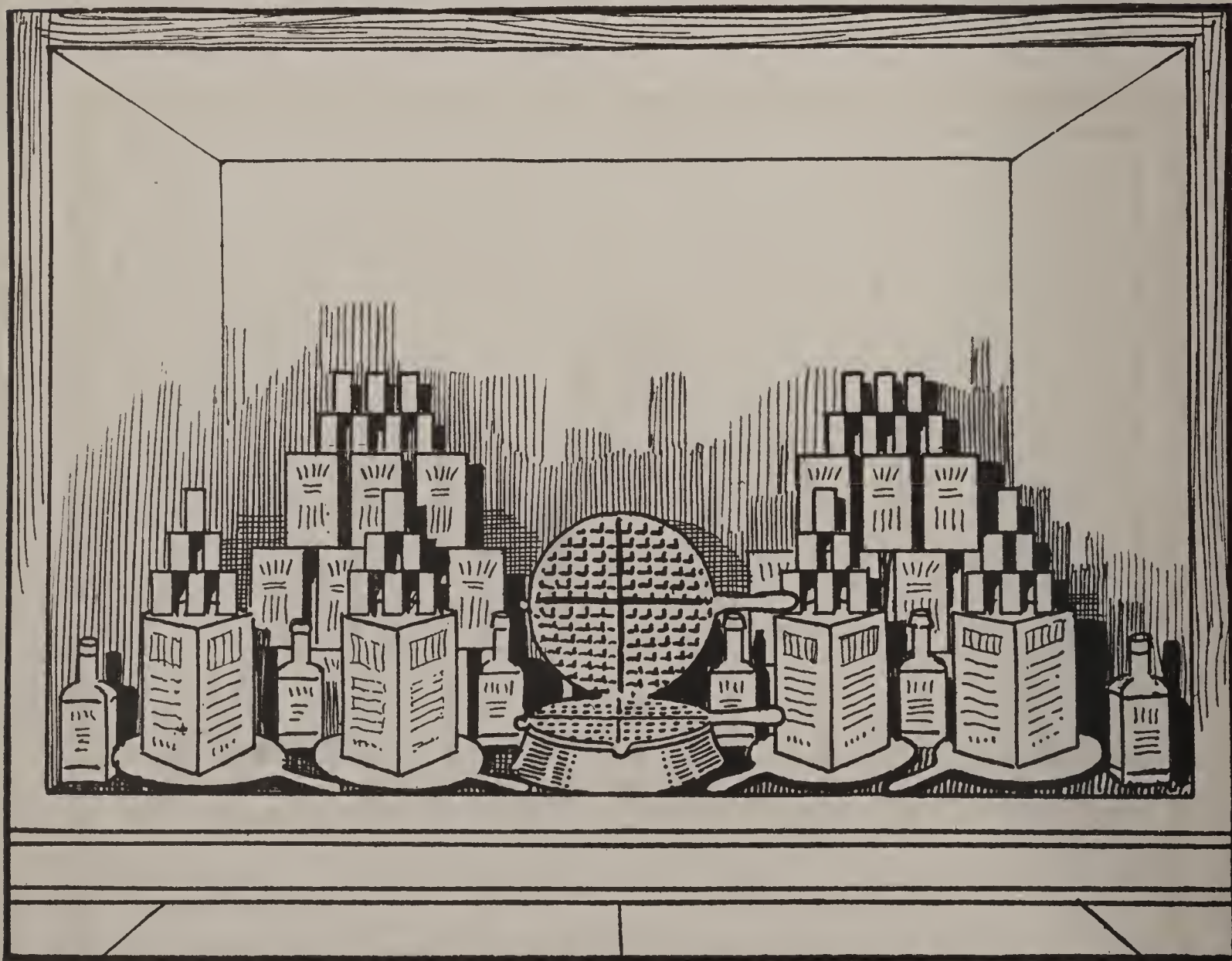
# The Grocers Window Book

## *Featuring Waffle Materials*

The floor of this waffle display should be covered with paper of a light burnt sienna shade, that is to say, the color of a waffle nicely browned. A set of new waffle irons, aluminum will look the best, is placed in the front center of the window, the irons open ready for business. On either side and toward the front are two pancake griddles. It will be well to have these of aluminum also.

On top of each pancake griddle is placed a large sized carton of pancake flour and on top of each carton is a small pyramid of maple sugar cakes. Against the rear wall of the windows two truncated pyramids are constructed of cartons of buckwheat flour. An arrangement of small syrup cans is built upon the top of each buckwheat pyramid. On the open patches of floor space toward the front of the window, nicely polished bottles of maple syrup, other syrups, and also jars of honey are placed.

At the rear center of the window and just back of the waffle iron is a space which may be devoted to sacks of pancake flour or ordinary flour which may be used in pancake baking. Care should be taken to positively exclude dust from this window so that when the goods, after being polished and cleaned up, will remain so while they are on exhibition. Placards and price cards with inviting suggestions will add to the value of the display.





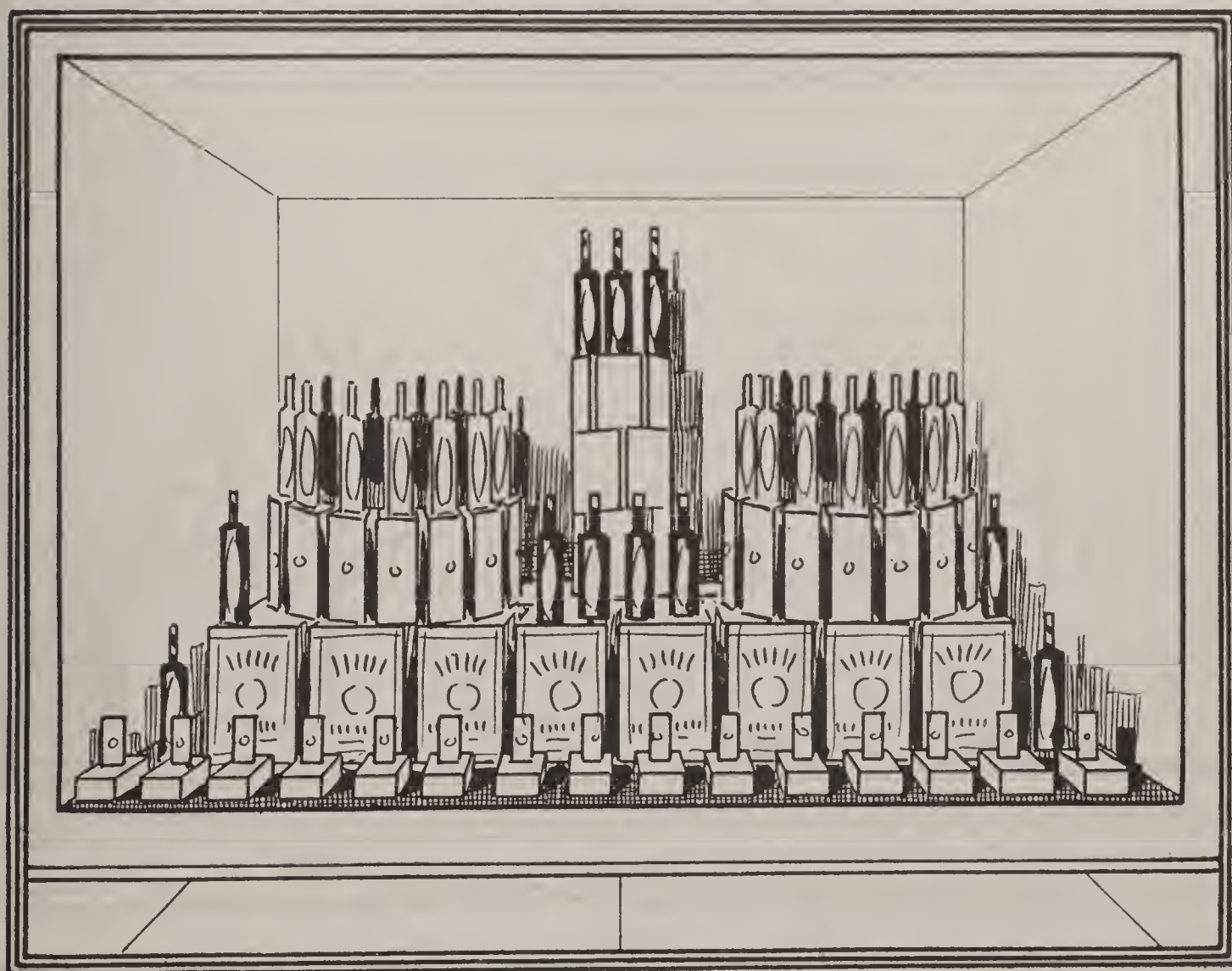
## Displays of Miscellaneous Foods

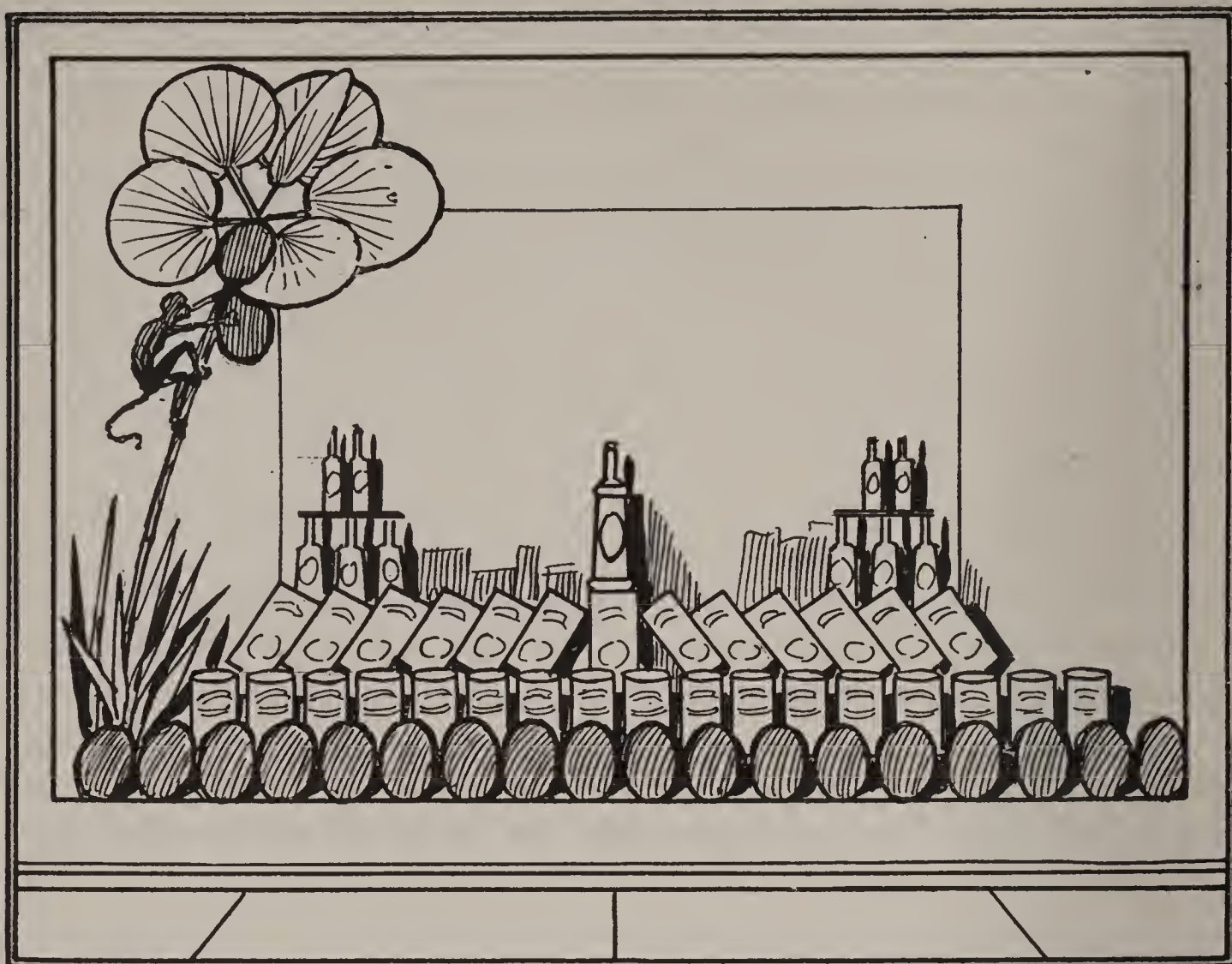
### *Display for Cleaners*

In the spring when the thoughts of the housewife turns to house-cleaning, the grocer can well display his cleaning materials to good advantage. This cleaner window may offer some display suggestions. About eighteen inches back of the plate glass, a row of large cartons of washing powders extends almost across the window, a little space being left between cartons. Just back of this row of cartons and flush with the top of them a rough platform or a few packing boxes are arranged. Small cartons of washing powders are used to build two circles resting upon this display, one at each end.

Upon each carton is a bottle of ammonia. Between the two circles a column of cartons is also built up and topped with bluing bottles. Bluing bottles are also placed between the two circles and on the corners of the row of cartons. A row of cartons of water softeners is placed on the floor just back of the plate glass, a bar of soap resting on each carton.

Scouring powder is used to build the center column. It would be well before putting this exhibit in place to cover the floor with clean white paper. A white covering for the sides and back of the window suggest cleanliness and associate that idea with the goods.





### *Show Window Displays Tropical Products*

The window display is like a stage setting and it can be made to represent many interesting exhibits of foods of varied character from near and far. A window trim that savors of the tropical environs is a welcome suggestion at this time of year, showing, as it does, the fruits of warm climates right off the cocoanut palm. A touch of nature gives realistic value to any scene, and the result is a booster for your sales record.

Across the front of this window is a row of cocoanuts. Of course these cocoanuts must be set on end to make them look well. It would be altogether too easy to lay them flat on the floor. A row of cans of coconut runs the length of the window just back of these, and more cans sloping towards the center rest on a board, which raises them almost to the top of the row of cans which is just in front of them.

Two groups of bottles of Maraschino cherries are arranged on either end of the window. A large bottle of pineapple juice is placed in the center of the display. The next is rather an unusual job. We have to make a cocoanut tree. Take a pole, somewhat shorter than the height of the tree and attach a number of palm leaf fans to the top of it so that they seem to spring out in irregular fashion. Just below where these fans are attached fasten on two or three cocoanuts.



## Displays of Miscellaneous Foods

The toy store will probably have a monkey, which will be just the thing to complete the arrangement. He should be climbing up the tree and reaching vigorously for one of the cocoanuts, his tail waving in the breeze and everything designed to give him action.

The tree should lean out towards the center of the window. Long, jagged pieces of green pasteboard will furnish leaves at the bottom of the tree to suggest under growth and tropical verdure. Get people to thinking about the cocoanuts and you are pretty apt to sell some. Almost everybody likes cocoanut.

### *Gelatine and Fruit Form Trim Display*

The main object of this display is to show gelatine in cartons. It may be built up entirely of one kind or three different brands or more may be used as desired. Three groups of cartons are arranged, one in the center and one near either end of the window.

Placed on each group of cartons is a china plate containing a large mould of gelatine, containing possibly a few red candied cherries. On the floor is a circle of cartons carefully placed around each of these groups.





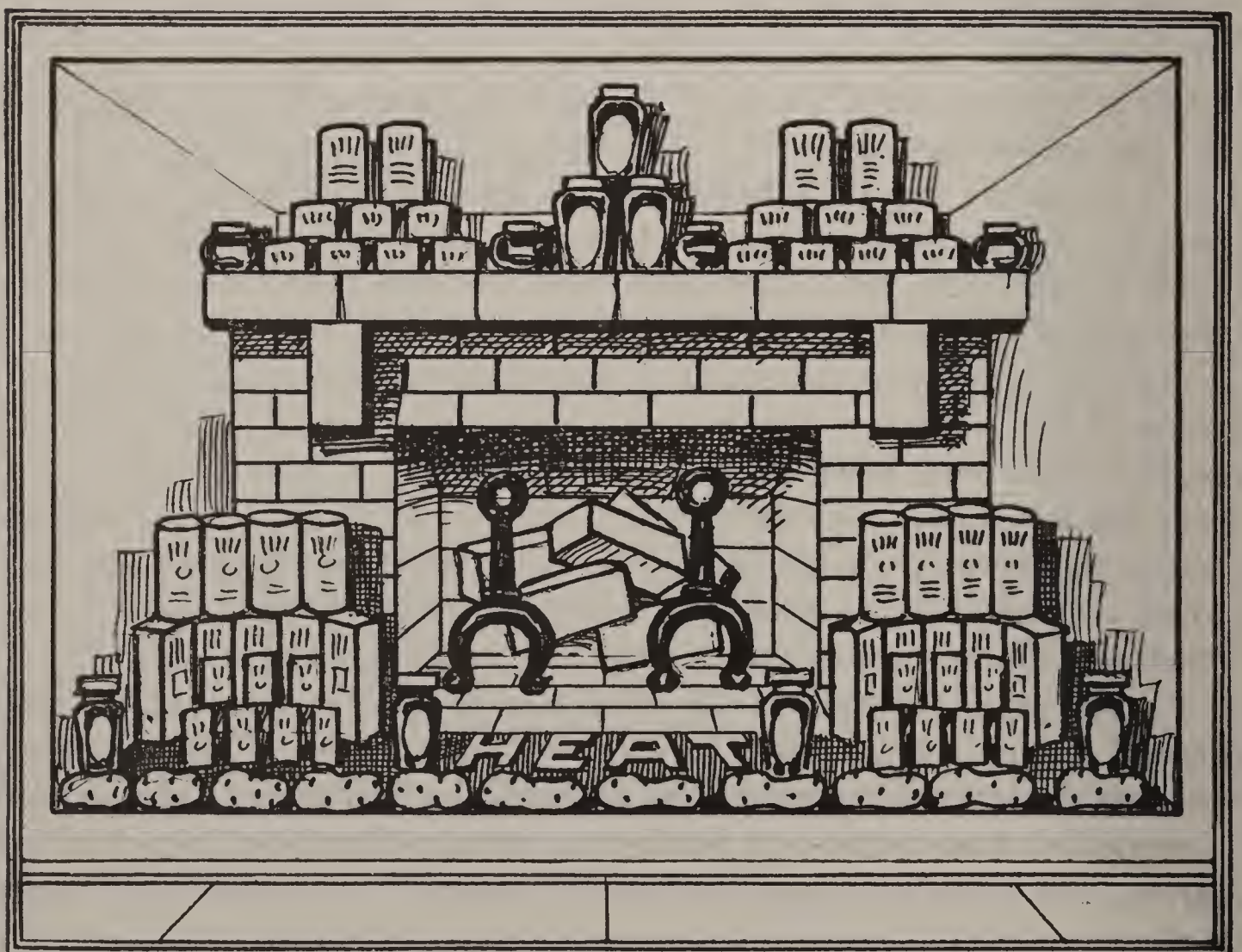
## The Grocer's Window Book

The circles should be marked out on the floor before any goods are placed there, for the circle must be absolutely true or the effect will be spoiled.

Fruit in glass jars is shown in connection with these cartons. Two pyramids are built up against the rear wall and smaller groups are arranged in the foreground between the circles and at the ends. The molds of gelatine may be made of different colors such as yellow, orange and green and care should be taken to make them with a little less water than the rule calls for, so they will stand up firmly.

### *Heat Producing Food Display Idea*

A seasonable display that appeals to the lovers of comfort and good things to eat is symbolized in this display of attractive arrangement. The grate fireplace, built up with package goods, is certainly of timely interest and should prove a round-up for the family circle. Food and shelter are among the necessities of life and their presentation in a combination form is an all-around trim that the customer will find it hard to get by without coming in and buying some of the warmth-giving food. It pays to show what the public wants when they want it, because the psychology of advertising brings results. The scheme of this window is to exhibit during the winter months certain foods of a heat producing nature such as buckwheat, potatoes, oatmeal, sugar, syrup, beans, soups, etc.





## Displays of Miscellaneous Foods

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About twelve or fourteen inches forward from the rear wall of the window a wall of cartons is built up in the form of a fireplace, red cartons being preferred in order to produce a red brick effect. A thin iron rod is used to support the arch of the fireplace and a half-inch board is run along the top of the brick upon which the row of cartons is laid to give the effect of a mantel.

The interior of the fireplace and also the hearth are most easily built by tacking down the faces of empty cartons which have been cut apart with scissors. Inside the fireplace are a set of andirons where a number of cartons are carelessly thrown in to represent blocks of wood. Beneath these blocks and behind orange and red tissue paper, incandescent electric lights are so concealed as to give the warm glow and the effect of fire within the fireplace.

On top of the mantel groups of canned goods and goods in glass jars are displayed and upon the floor, which is bordered with potatoes, are two semi-circular groups, one on each side, composed of cartons and cans. The word "Heat" just in front of the fireplace is made by cutting the letters from cardboard and placing them upon the floor. If the floor is covered with yellow paper, bright orange litters might be used.

### *Mixed Goods Display Built to Enlist Orders*

When the customers look in your windows they are given a variety of products to select from this display of bottled, canned and package goods. People want to see what they buy and a new trim of fresh goods is effective advertising.

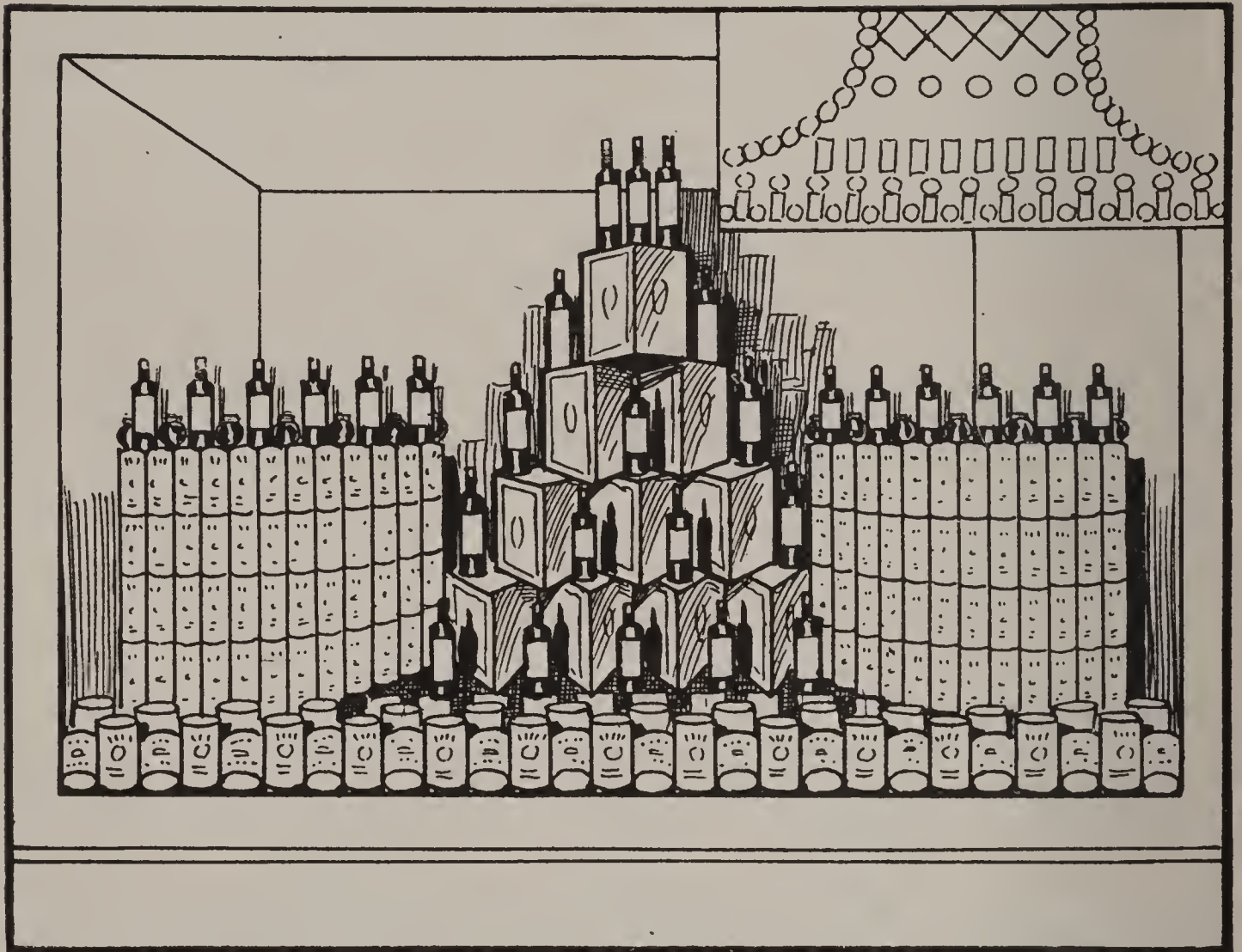
In order to explain better the layout and construction of the accompanying window display, a small floor plan is shown in the upper right hand corner. This floor plan shows only the main lines of goods which rest directly on the floor.

In the immediate foreground a line of canned goods runs across the front of the window. The first can leans backward at an angle of 45 degrees, something being placed behind it to hold it at that angle. The next can is vertical; the third can is tilted back at an angle of 45 degrees and so on alternately across the width of the window. Back of each can which is tilted back is another can which stands vertically to make up another row of cans across the front of the window.

Built up in the back of the window and centered against the background is a pyramid of large cartons, each carton placed with its corner towards the front of the window as shown in the floor plan. This pyramid is topped by three bottles. A bottle rests upon each exposed corner of the carton, and a bottle is placed on the floor directly in front of each niche between cartons.

## The Grocer's Window Book

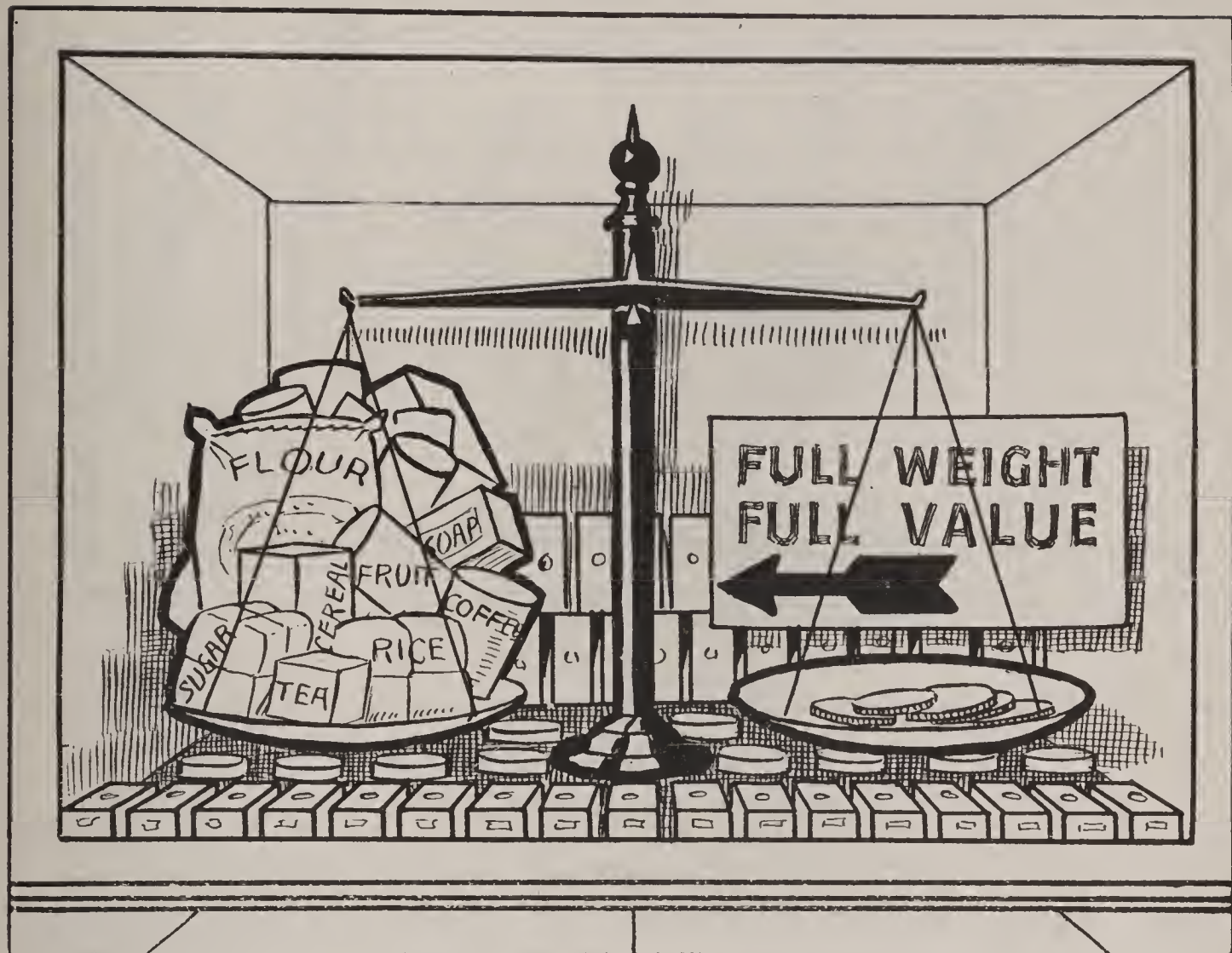
At each rear corner a circle of canned goods is arranged on the floor and built up to form a wall about four cartons high. This wall is topped by a row of bottled goods spaced out well and each bottle so placed that it strides two cans. Between the bottles are small preserve jars. These sections of curved wall in each corner form wings which lead up to and join the central pyramid and build up the entire display into substantial and pleasing arrangement.





## CHAPTER ELEVEN

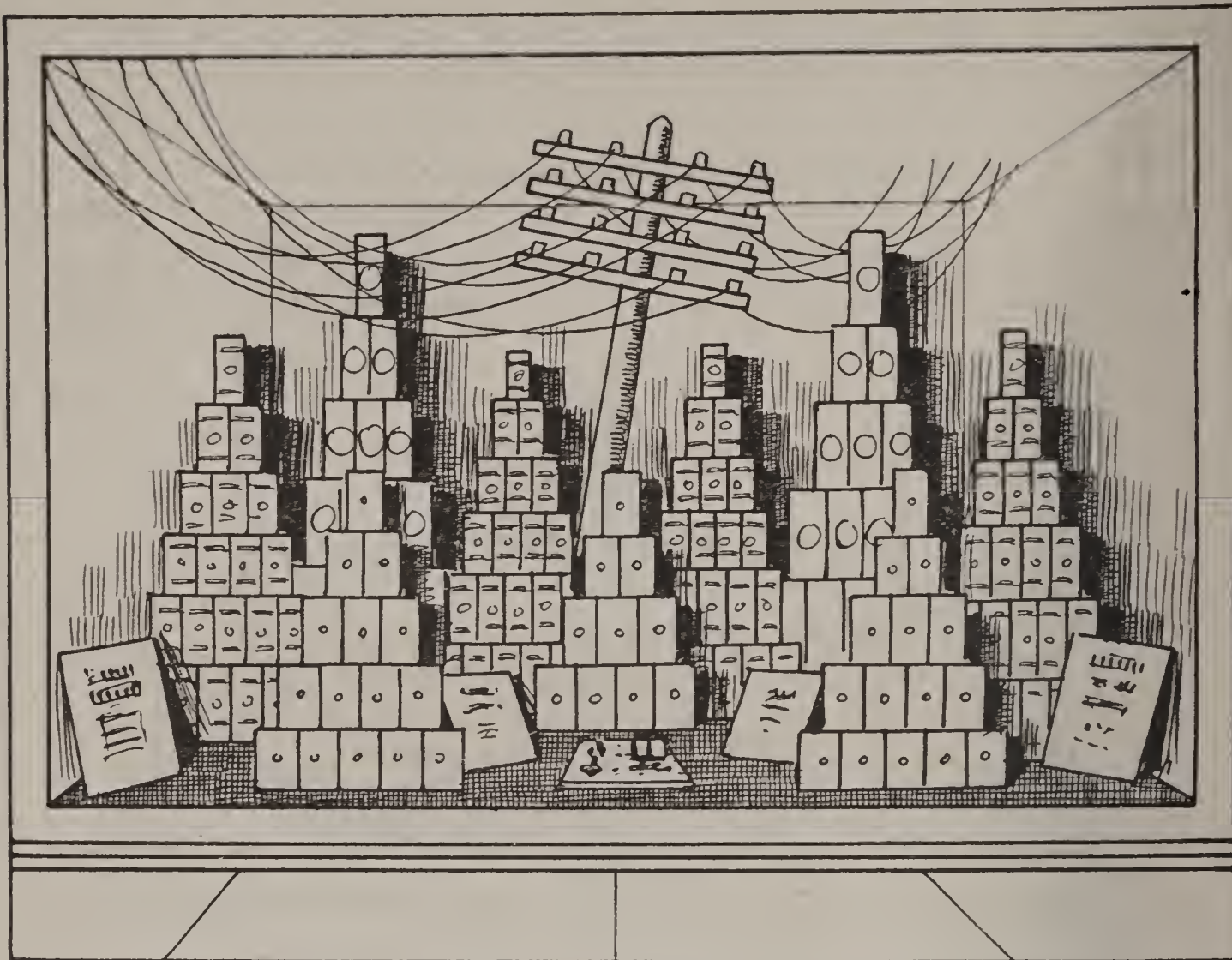
### Novelty Displays and Trims



*The Window of the Scales*

**A** LARGE scale or set of balances is built in the center of this window. It is not necessary to use a turned pole for the standard, if some other design is at hand. The cross beam, however, should not be radically different from that shown in the sketch. A large pan, or if desired, a large circular disc of wood may be used as a pan for each end of the balance. Upon one of these pans a large quantity of grocery goods is placed, flour, coffee, tea, rice, canned fruits, sugar, soap, etc., being shown. In the other pan are placed a few silver dollars. A large placard attached to the money side of the scales has upon it a large red arrow pointing to the group of groceries and with the lettering above it, "Full Weight, Full Value." Across the front of the window is a row of cartons spaced apart and on the floor about the scale, silver dollars are placed here and there. It is interesting to note how a little currency or silver money will attract attention and interest a crowd.

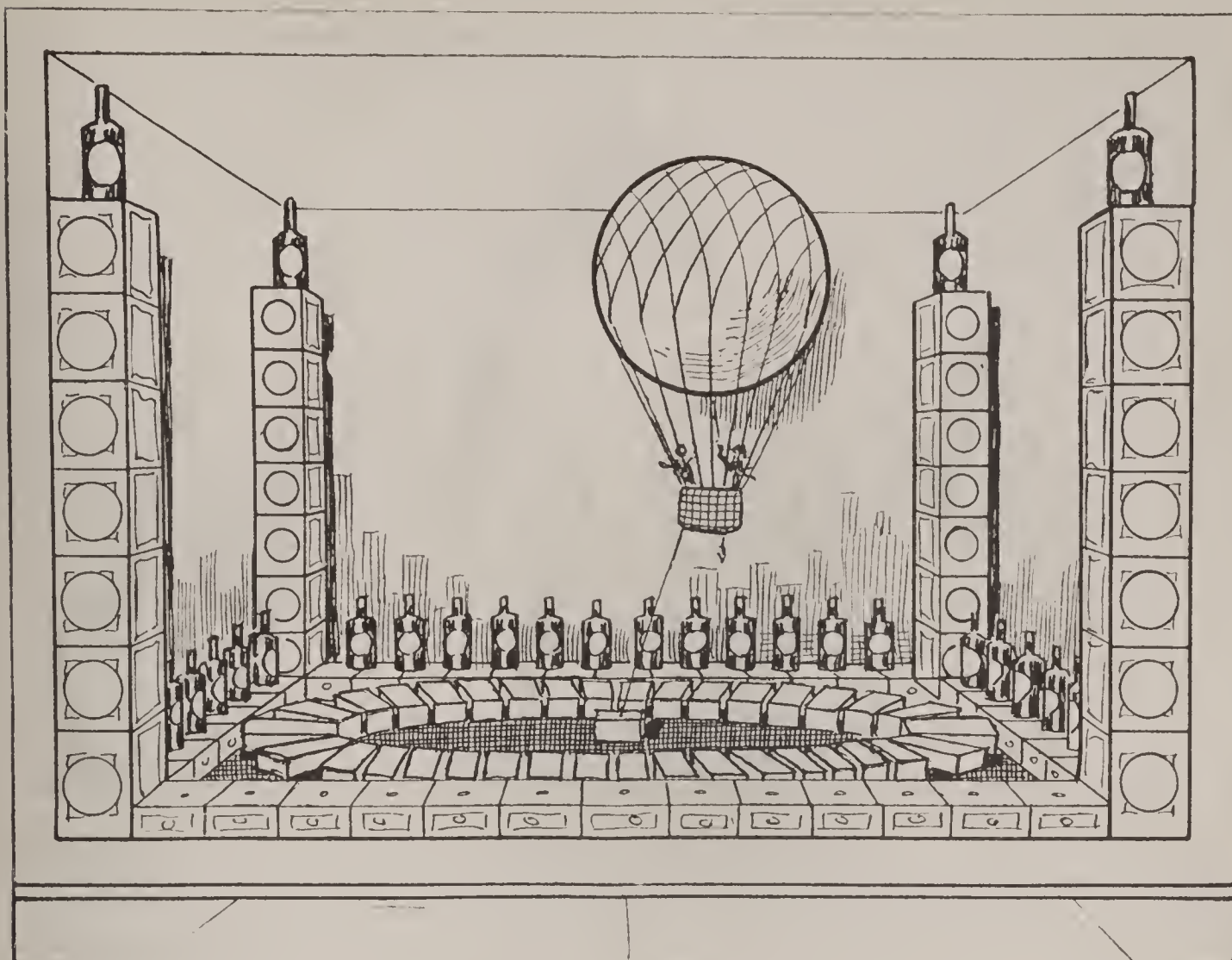




*A New Line Window Display*

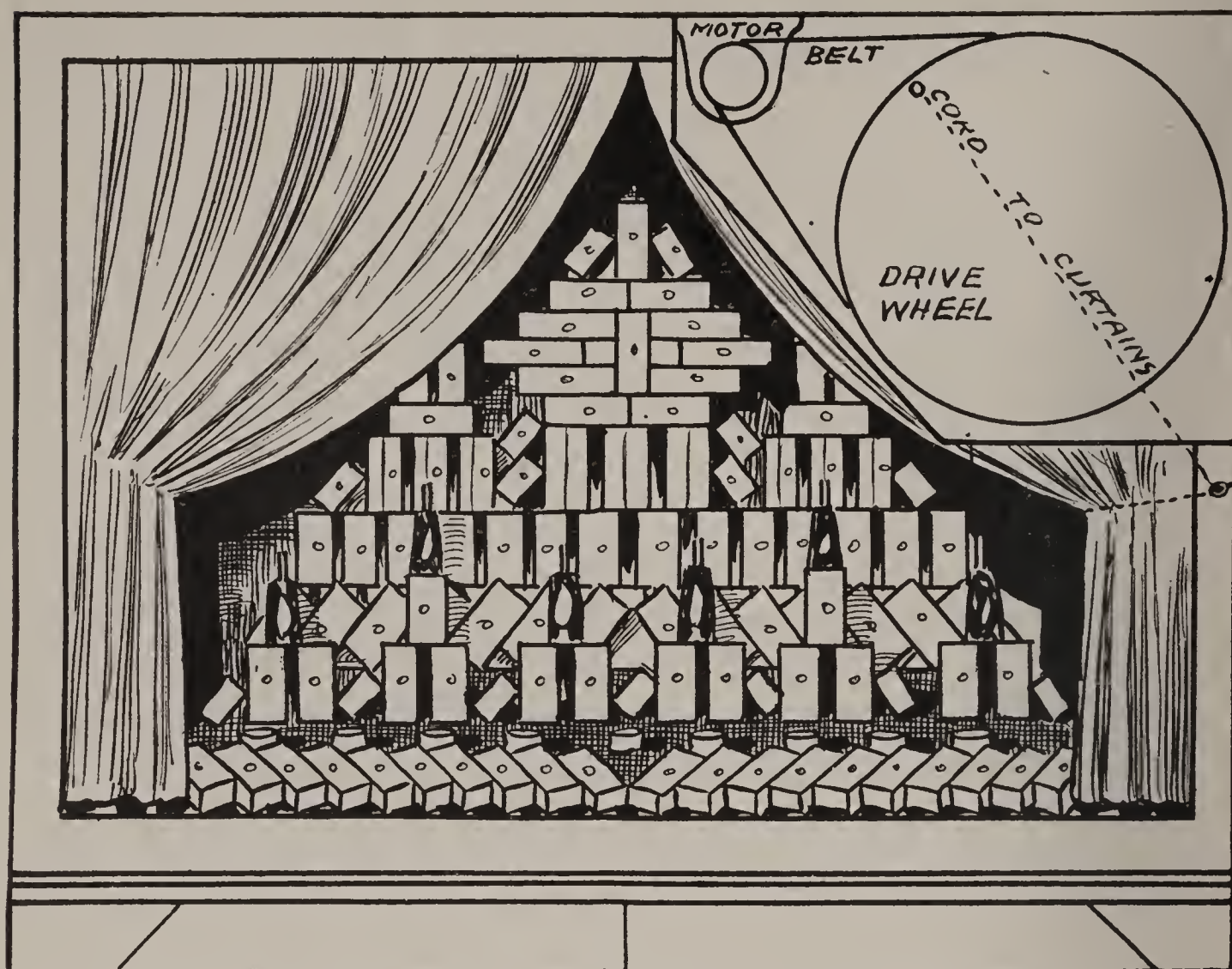
The arrangement shown presents a new line of grocery goods and shows it in connection with telegraph wires strung through the window. A post erected not too far forward in the window is secured somewhat slanting with its four or five cross arms and insulators. Wires leading from above at the front of the window lead to the insulators and from there to the rear of the window. These wires should not be stretched tight or straight. They should be left quite slack so that they dip down considerably into the window, forming good lines of composition. Spikes may be driven into the posts to represent the ladder. In each of the rear corners of the window are pyramids of large cans, extending well up through the telegraph wires. Forward of these are four pyramids of smaller sized cans, which do not reach to so great a height. At about the center of the window is a pyramid of large sized cartons. A few inches back from the plate glass and at either side of the front center of the window are pyramids similarly constructed. At the center of the window and near the plate glass is a telegrapher's outfit with receiving apparatus and key. A few placards are placed among the pyramids introducing the new line referring to qualifications, prices, etc. A window tapping device with two points which produce different sounds may be arranged to operate against the plate glass in such a way as to repeat one of the letters of the Morse code by dots and dashes.





*A Unique Balloon Window*

A column built of large cartons is erected in each of the four corners of the window and topped with a bottle. Flat cartons of a large size are used to make a border around the entire window on the floor. Along this border a row of bottles are evenly spaced. Within the border a large circle is drawn and small sized cartons arranged along the line of the circle are spaced apart slightly. The spectacular feature of the window is an imitation captive balloon, not altogether imitation, however, because a large size round toy balloon, a red one preferred, is used to build the captive balloon. The toy balloon serves as a gas bag. The strings should hang directly downward. A net is woven over the balloon in order to suspend the basket below. The basket should be made of very light paper and the net should be made of white thread. A couple of paper dolls in the basket suffice to populate it. One of the dolls has hold of the string which is attached to the toy balloon as though he were about to open the valve. A small paper anchor hangs from the basket by a thread and another thread running through the basket to the balloon serves as the gay rope to hold the balloon captive.



### *The Curtain Drops and Opens*

The goods in this display are arranged quite closely and form a somewhat compact display. Not a great quantity of goods, however, is used to accomplish this. The oblique or tilted carton is the keynote throughout the arrangement. A row of cartons along the back wall is made by spacing them about an inch apart. Another row resting upon the one below and alternating with the cartons below, forms the second row in the big pyramid.

From this point upward the display is divided into three groups; the central group rests upon three cartons diagonally placed. Upon these three cartons a horizontal arrangement of cartons is built up. The sketch illustrates this central group very clearly except for the fact that it might be well to explain that two cartons are placed with their ends (the bottom of the carton) towards the window glass. These two cartons are not placed in the arrangement flush with the other cartons at the front, but they are balanced equally so that they project somewhat forward of the other cartons.

The row of oblique cartons on the floor at the base of the pyramid, is just forward of the first row in the pyramid already described. Six small pyramids of cartons are topped by bottled goods and a row of diagonal cartons conventionally arranged, forms a border at the front.



## Novelty Displays and Trims

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An interesting feature of this display is the mechanical arrangement driven by an electric motor and operated in such a way as to open and close the portieres or curtains which are hung just inside the plate glass. The opening and closing of these portieres is accomplished by a cord which draws the curtain back, allowing a view of the window display, then releasing the cords which allows the curtain to drop and shuts off the view of the display.

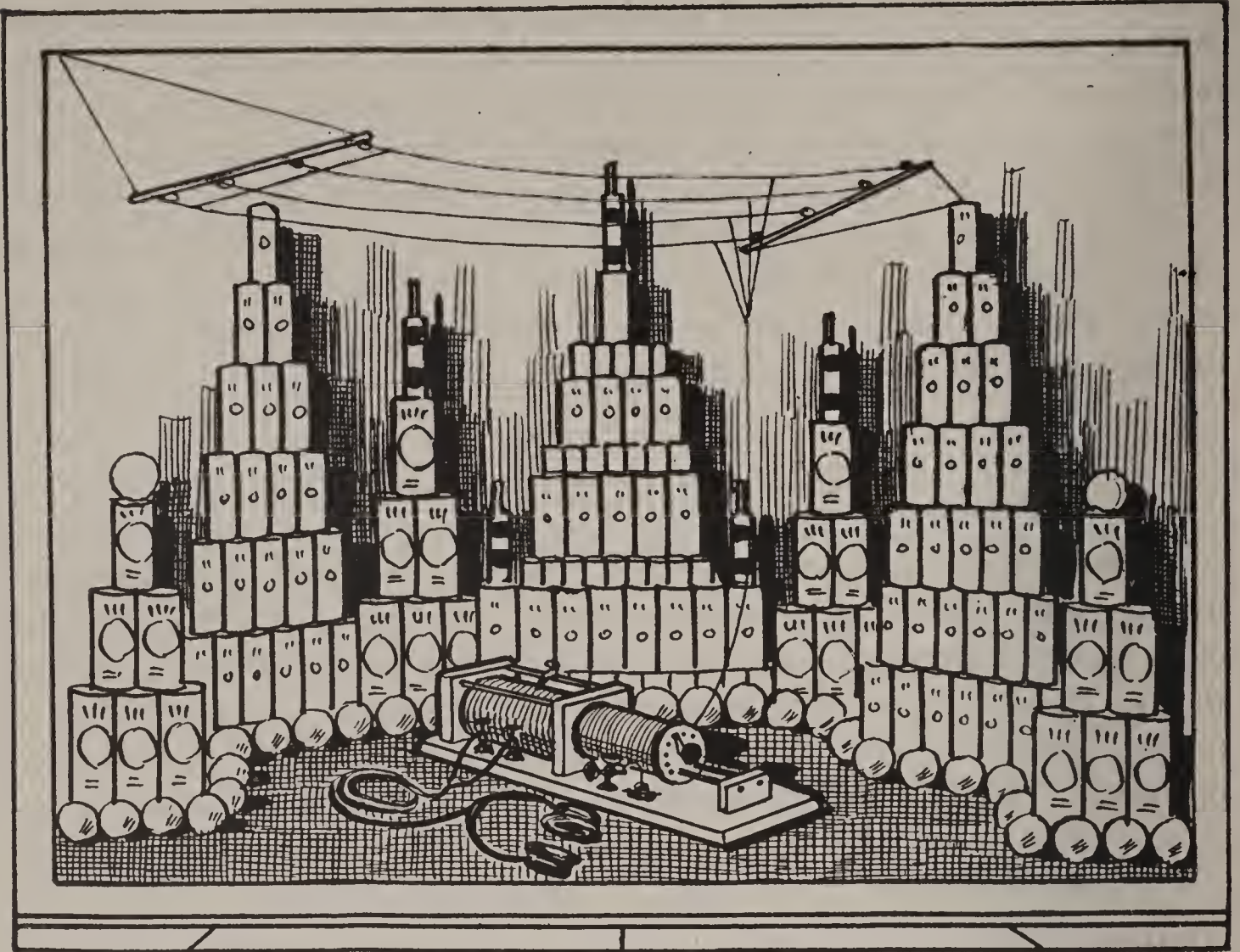
In the upper right-hand corner of the sketch is a diagram which shows a principle of construction which may be used for automatically opening and closing the curtain. A very small electric motor should be used, very little power being necessary. This small electric motor connects with a large wheel the diameter of which should be very little less than half the width of the window. A belt runs around the circumference of the large wheel, thus communicating the power from the motor. The smaller the pulley on the motor compared with the large drive wheel, the slower will be the opening and closing of the curtain.

A rope is now attached to a point near the circumference of the drive wheel, so that it may revolve about the point of attachment. The rope is now stretched across the face of the drive wheel to a glass ring on the wall. This rope is divided into two lines, one running to each of the curtains. The ropes should pass through glass rings at each turn, pulleys being too unreliable for this sort of contrivance. A dotted line in the sketch shows how the rope should pass along back of the curtain, being attached to the curtain only at its inside edge. A few rings of brass sewed to the curtain at different points and through which the rope passes will help to drape the curtain back in attractive folds. The diagram of the motor, etc., is not intended to show its relative location to the curtains. It may be placed back of the exhibit and with the motor resting on the floor.

### *A Radio Window Is Timely*

Stretched from the left forward corner to the rear right corner of the window is a small aerial built in regulation fashion—that is, similar to the aerial which is built out of doors. The two pieces of wood supporting the lines are held up by ropes attached to the ends of the wooden bars and stretched to the point of attachment. Upon each of these wooden bars four insulators are attached. Four copper wires, No. 22 possibly, are stretched between the insulators and attached to them. Near one end of the aerial—the rear end is shown in the sketch—four tap wires are attached, one to each aerial wire. These are brought together and lead to one single wire, which leads to the coil or transformer. Across the other end of the aerial is a copper wire connecting the four aerial lines. The single aerial line leading to the transformer is now connected. The head phone or receiver is now attached to the proper binding posts. The silicon is





placed in position, the ground wire is connected to a water pipe and the outfit as shown in the window is ready for receiving. More interest will be aroused providing the outfit shown in the window is one made by a boy in the neighborhood.

The particular outfit shown in this sketch is a very successful one and one which has been made by a good many boys. The primary coil is wound on a salt carton, No. 22 enameled wire or possibly No. 24. A slider on a brass rod had a rounded point which passes back and forth across the winding. Along this line of contact the enameling is scratched off or rubbed down with a piece of emery paper. The secondary coil is wound upon a pasteboard tube, one-half inch smaller than the salt carton, No. 26 double cotton covered wire being used. About every ten turns on the secondary a tap is taken which leads to one of the switch points at the outer end of the coil. These taps are made by simply punching a small hole through the cardboard tube at the point where the tap is to be made. A loop of the wire is now drawn into the tube and made long enough to reach forward and out of the front end of the tube a couple of inches. All the taps are brought forward in this manner and each one is attached to a switch point on the front end of the coil. The wire leading from the inner end of the coil goes to the first switch point. The first loop from the inner end of the coil goes to the second switch point. The second loop from the inner end of the coil goes to the third switch point, and so forth. The switch itself is



## Novelty Displays and Trims

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connected by a loop of wire to a binding post on the board, while another binding post is connected with the forward end of the winding of the secondary coil. The primary coil is connected with the aerial and the ground, while the connections from the secondary coil are run through the silicon detector and to the head phone. A display of goods in pasteboard cartons is shown in connection with this device. Cartons of various sizes suitable for radio amateurs' use should be used. The three large pyramids are shown with smaller pyramids of larger cartons between them. A line of oranges upon the floor makes an interesting border.

### *Window of Performing Packages*

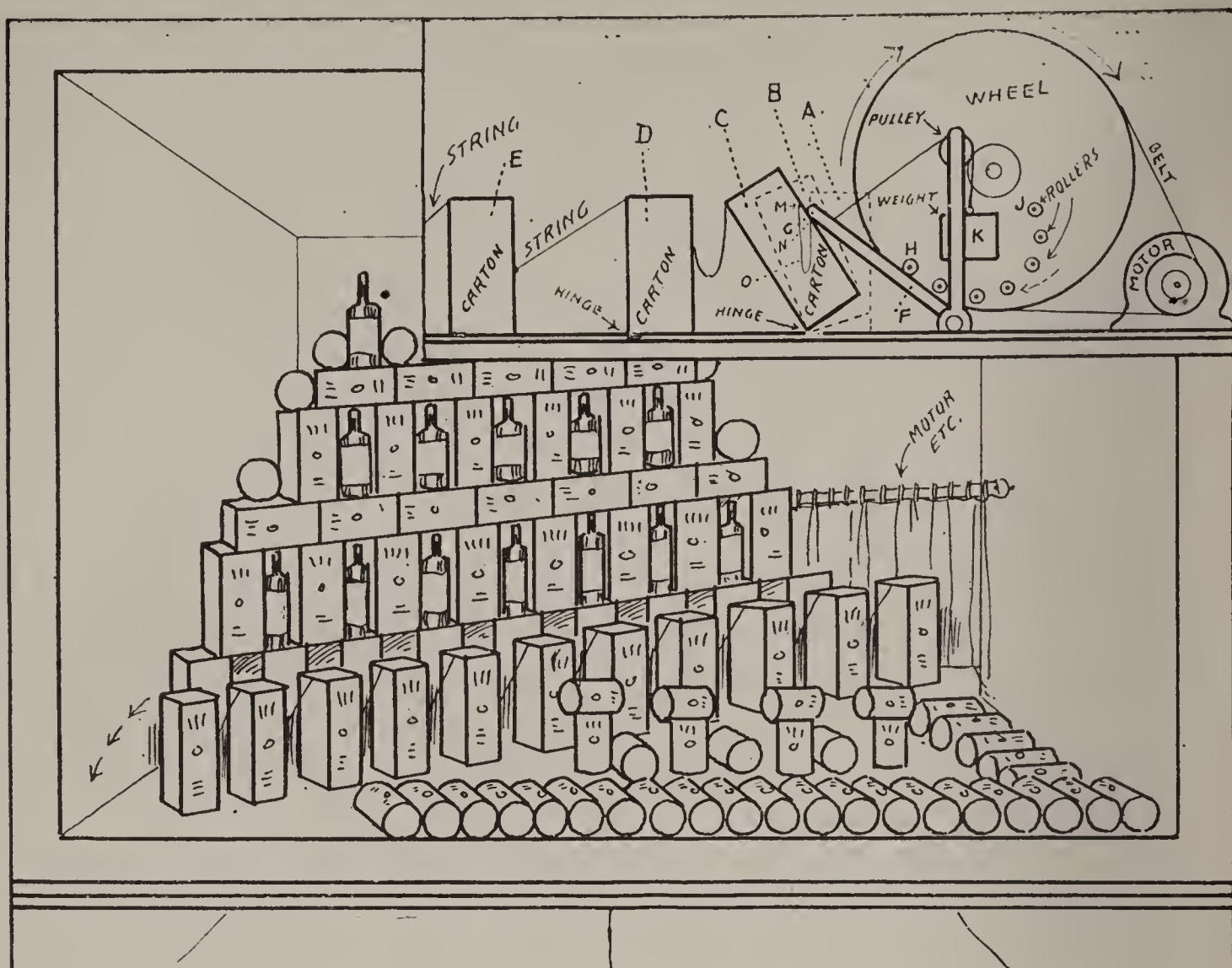
Across the rear left corner of this window a truncated pyramid of cartons is built. Two rows of vertical cartons are first placed one upon the other in alternating arrangement with small bottles in the openings. Across the top of these is run a row of horizontal cartons. Upon this row is placed another row of vertical cartons spaced apart with bottles in the openings. This row is again topped with a horizontal row of cartons upon which bottled goods alternate with oranges.

To the right of this pyramid is a curtain pole with rings attached, to which is a curtain of green or blue denim or of velvet as desired. The purpose of this curtain is to hide from view the motor and mechanism which operates a row of performing cartons. This row of cartons spaced apart appear just in front and parallel with the pyramid, running across the window from the rear right corner to the forward left corner. The stunt which these cartons are expected to perform is to remain vertical for a short period when, suddenly, the carton at the rear corner of the window tumbles over against the carton next to it, causing it also to fall towards the one next on the left, and so forth, until all the cartons in the row have been knocked down; then almost immediately the carton which first fell down begins slowly to raise up again and right itself, and in doing so, it pulls up by means of a light cord the carton to the left, which it has just knocked over; this carton in turn pulls the next one up, and so forth, down the line, when all the cartons are again standing vertically and remain so for another short period.

The mechanism responsible for this stunt is established back of the curtain. In the upper right-hand corner of the sketch is a diagram showing the motor, the wheel which operates a bat, which strikes the first carton and starts the tumbling process, which automatically continues down the line of cartons. The line of cartons which are to be operated are all attached to a board by means of hinges. The hinge, of course, should be placed on that corner of the carton upon which it rotates as it falls to the left.

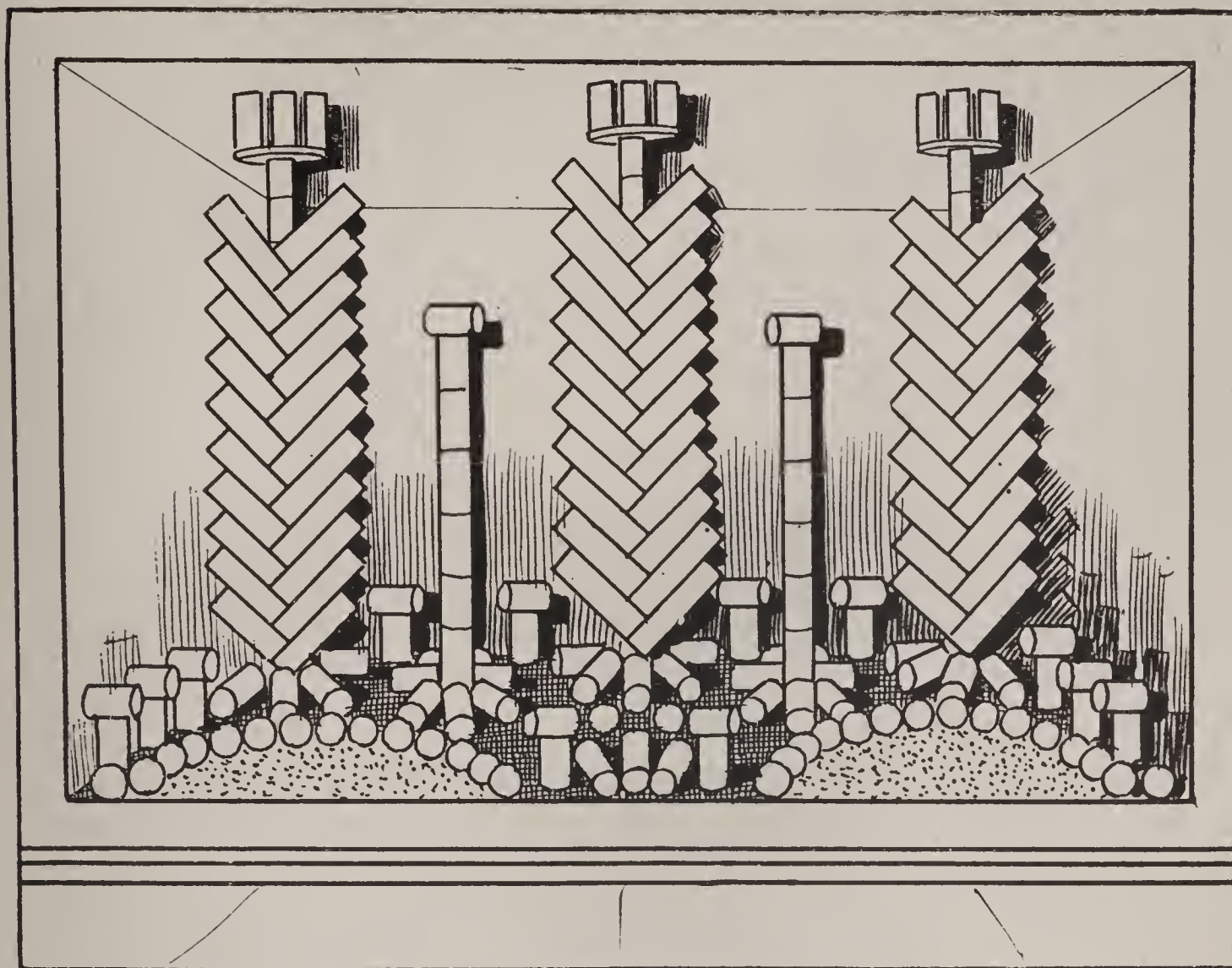
The cartons are dummy cartons, inside the bottom of each of which is

## The Grocer's Window Book



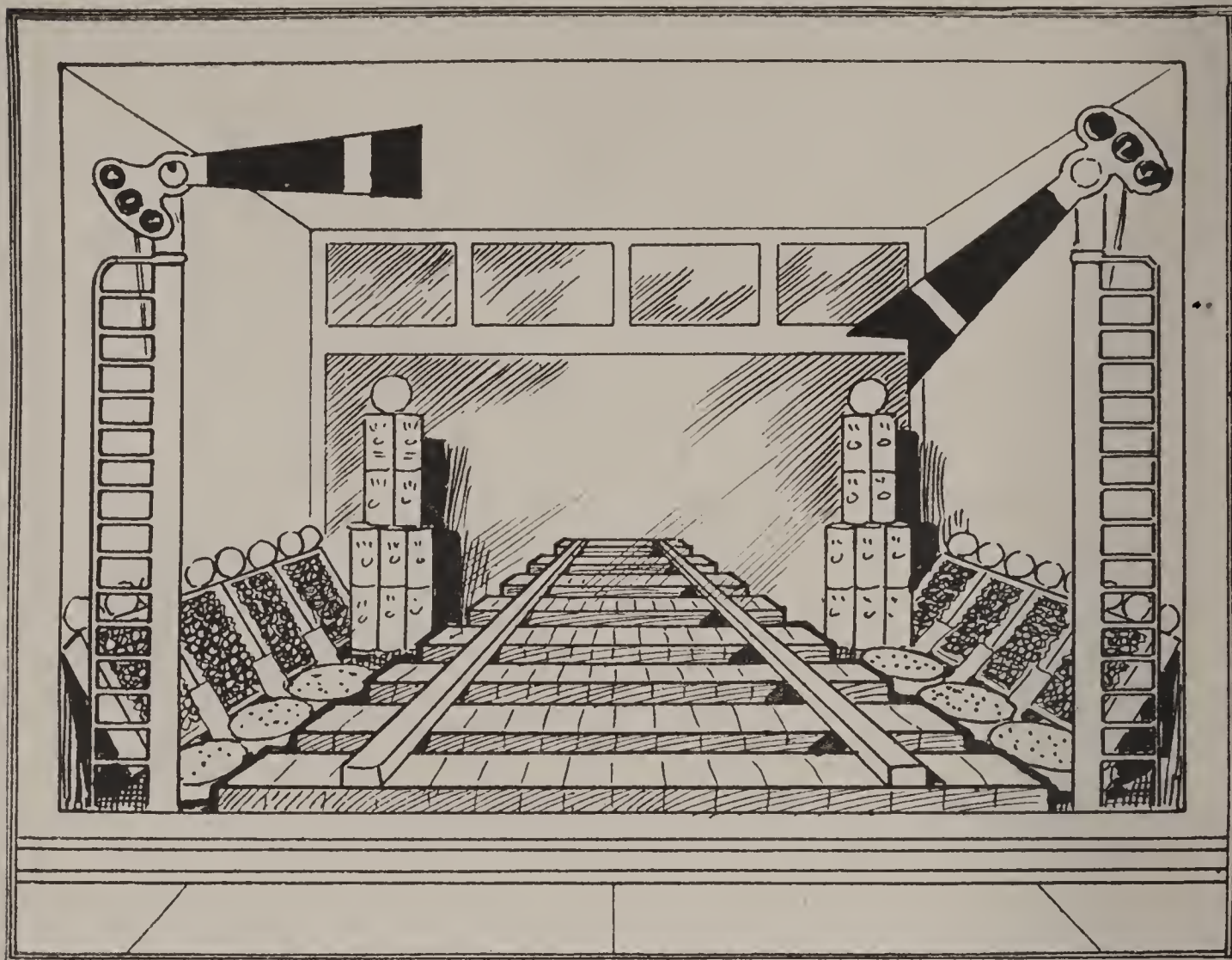
a wood block to which the hinge is screwed attaching it to the board. The cartons should not be placed too far apart; if so, the mechanism will bind and require too much power. The bat which strikes the first carton is hinged at its lower end to the board. A series of spools or rollers, seven in number, beginning with A and running around to J, engage the bat as the wheel turns about and sends it against carton C, when it is in position A. These spools apply pressure to the bat until position B is reached, which is in exact balance, then continues to press against carton C until it is well past position B or the balancing point. This insures the carton going over with enough force to start carton D falling, which in turn strikes carton E and upsets it, and so forth. After the bat has done its work the spools which follow curve towards the center of the flywheel, or large pulley wheel, and allow the bat to gradually return to an upright position on account of the pull exerted by the weight K. The spools are so placed that the bat will return gradually.





*A Growing Window for Growing Business*

A conventional arrangement of cartons to represent three large plants in bloom are built up at the rear of the window, one in the center and one in either rear corner. These arrangements of cartons are backed up by an upright board to which the cartons are tacked or wired to represent leaves alternating on the stem until at the top the main stalk of the plant, represented by a couple of small cartons, supports a small shelf upon which rest several cartons in a circular arrangement to represent the blossom. At the foot or base of the plant cans are grouped in a circle and so arranged as to radiate from the base of the plant and to represent its roots. At either side of the window and towards the front semi-circle of oranges enclose two semi-circular spaces or surfaces which are covered with English walnuts. Well back in the window and at either side of the central plant are columns built of canned goods placed six cans high and topped by horizontal cans. Circular arrangements of cans radiate from the base of each column. In the remaining space of the window are single vertical cans topped by horizontal cans with here and there an orange or a fan-shaped group of horizontal cans.



*Signal Display to Stop and Buy*

Stop and look is the message of this window, and the one who passes without a buy is for some reason sidetracked. The right track for your trade to follow leads directly into your store, and the attention which such a setting gets is compensation enough for binding observers to count the ties in the window. Sufficient interest aroused is a signal for approaching sales "by the carload," literally speaking. The display in this window represents a number of suggestions for the traveler's lunch box; at the same time the arrangement is full of reminders of the railroad.

The best result is obtained where the back of the window contains a large plate-glass mirror. A railroad track is built on the floor of the window, as suggested by the sketch. The railroad ties are made of cartons, which are placed snugly together. In the sketch four railroad ties are shown as built on the window. The other four, which are seen beyond, are a reflection of those on the floor and give the effect of a longer section of railroad track. Two rows of cartons are placed upon the ties to represent the two rails.

Two semaphores are built of pasteboard, backed up with a light wooden framework and placed against the plate-glass window, one at either side. The cross-arms are painted red with a white stripe, and the lenses for the signal light are painted red, white and green, respectively.

Running along each side of the window is a row of large boxes con-



## Novelty Displays and Trims

taining oranges, lemons, figs, dates, English walnuts, almonds, pecans and raisins. Packages of waxed paper are shown here and there as an absolute necessity in the preparation of lunches. A couple of pyramids are built up at the rear of the window made up of cans of ripe olives, canned meats and other picnic relishes found in stock.

### *A Revolving Display Shelf Feature*

This is rather a unique and attractive window feature, as it is out of the run of ordinary displays.

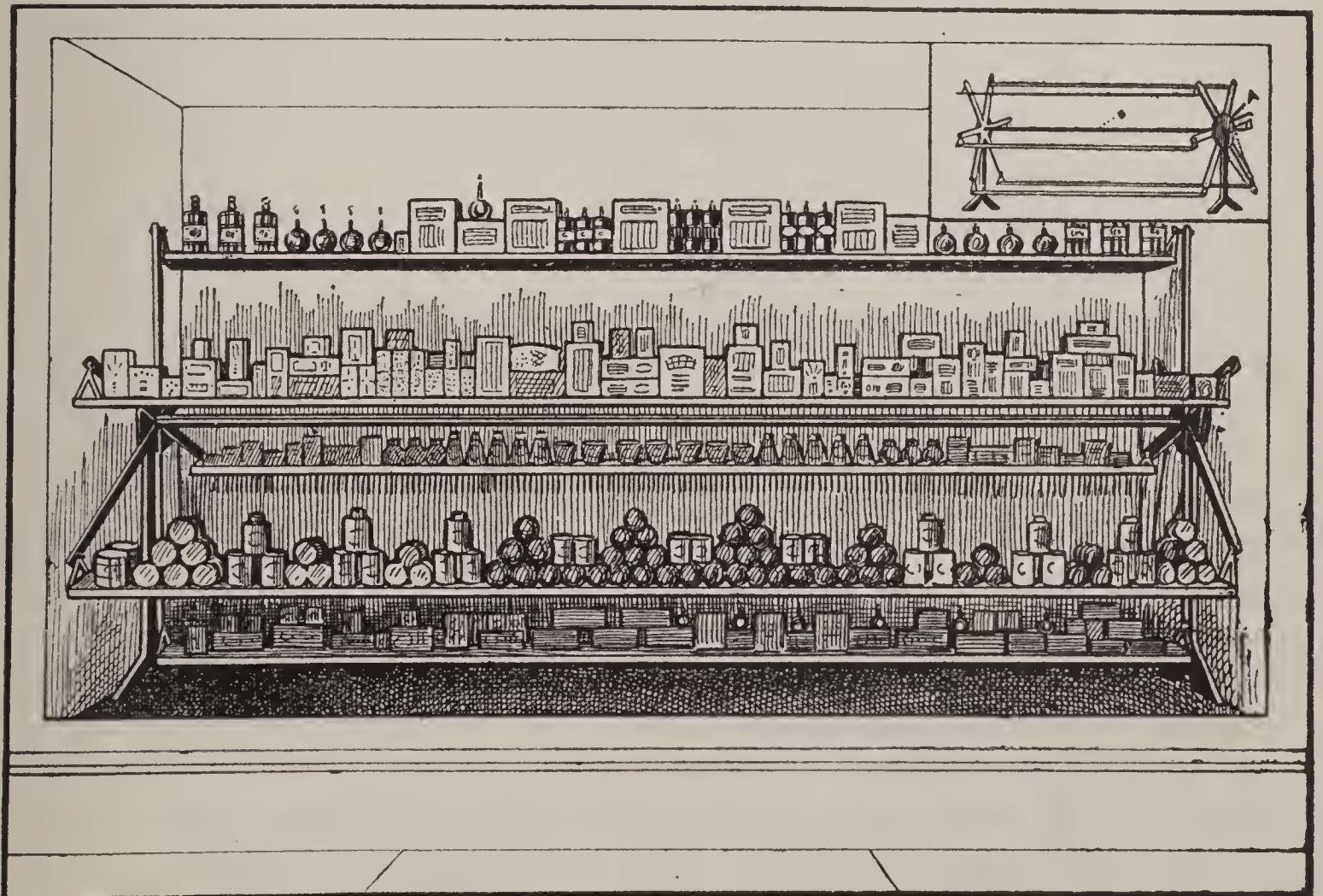
The design in the upper right-hand corner shows the construction of the turn wheel. The power for turning this wheel can be supplied by a spring, electric or water motor. This wheel must be made so as to turn very slowly. To accomplish this you can regulate the speed by the size of the sprocket marked "A"; the larger it is the slower the wheel will turn. Axle "B" turns with the sprocket and by so doing the power is distributed equally to both sides of the wheel.

The shelves are made to hang level and in a horizontal position, no matter at what point in the revolution, as is shown in the construction of the wheel in the detailed design.

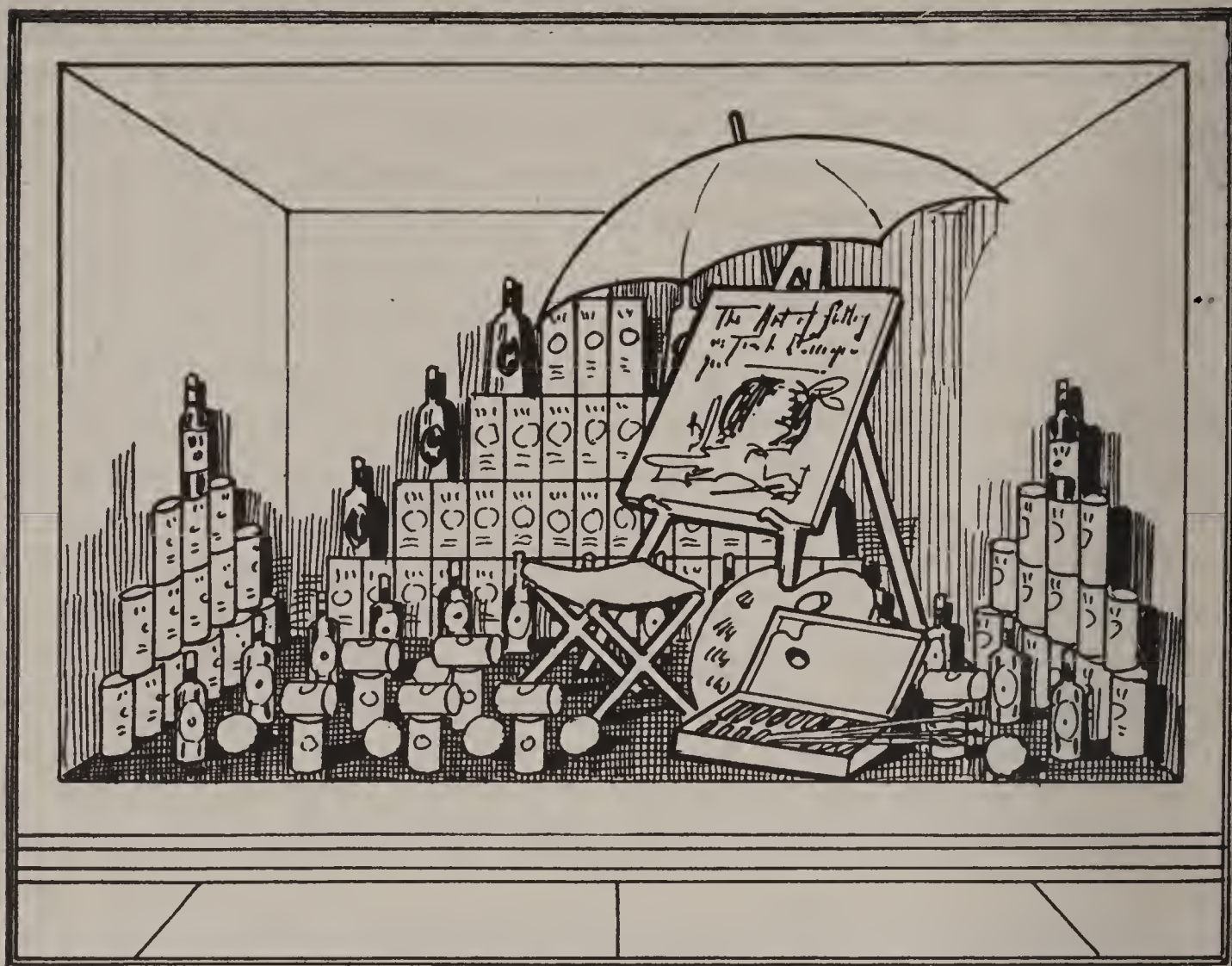
The goods displayed are kept in their class as much as possible—that is, one shelf contains canned goods, another fruits, etc.

If this plan is well executed, it will stop the busiest man in town long enough to see the line of goods displayed on the slowly moving shelves.

Keep the display free from dust and the glass clean.







### *Artistic Setting Creates Consumer Interest*

A feature window display showing an artist's outfit surrounded by food materials is a composition that pleases the eye and suggests a way to satisfy the appetite. Groceries are appealing to the highest taste and placed in artistic atmosphere the effect is all the more attractive.

In order to add a note of spice to this window a full sketching outfit with oil colors is displayed at one end of the window, everything ready for the artist to sit down and go to work. A sketching easel is first put in place with a large canvas resting upon it displaying an attractive sketch and lettering which has been done by a good card writer.

Lettered upon the canvas in dashing attractive letters is "The Art of Setting an Excellent Table Lies in Making a Choice from a Well-Selected and Complete Stock of Groceries," etc. A small camp stool is placed in front of the easel, a large green sketching umbrella is made fast in proper position, a large palette with splashes of color upon it leans against the easel, and a color box well stocked with oil colors and brushes lies open on the floor. An outfit of this kind will be gladly loaned by an art dealer if a card is displayed stating that the goods have been loaned through the kindness of ———.

A pyramid of cartons is built up against the back wall with bottles resting on the steps of the pyramid. A pyramid of canned goods is arranged at each end of the window, each one topped with a bottle.

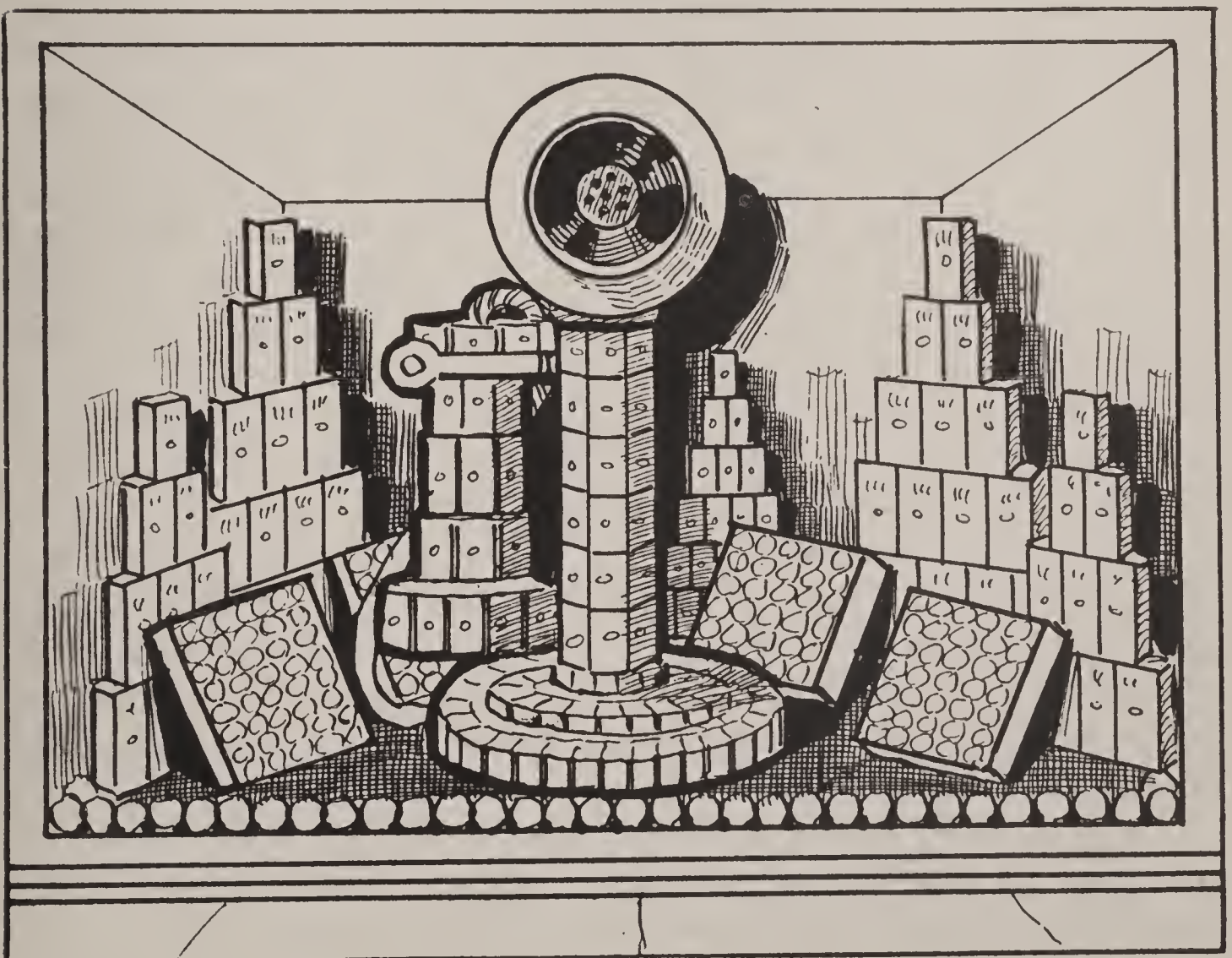


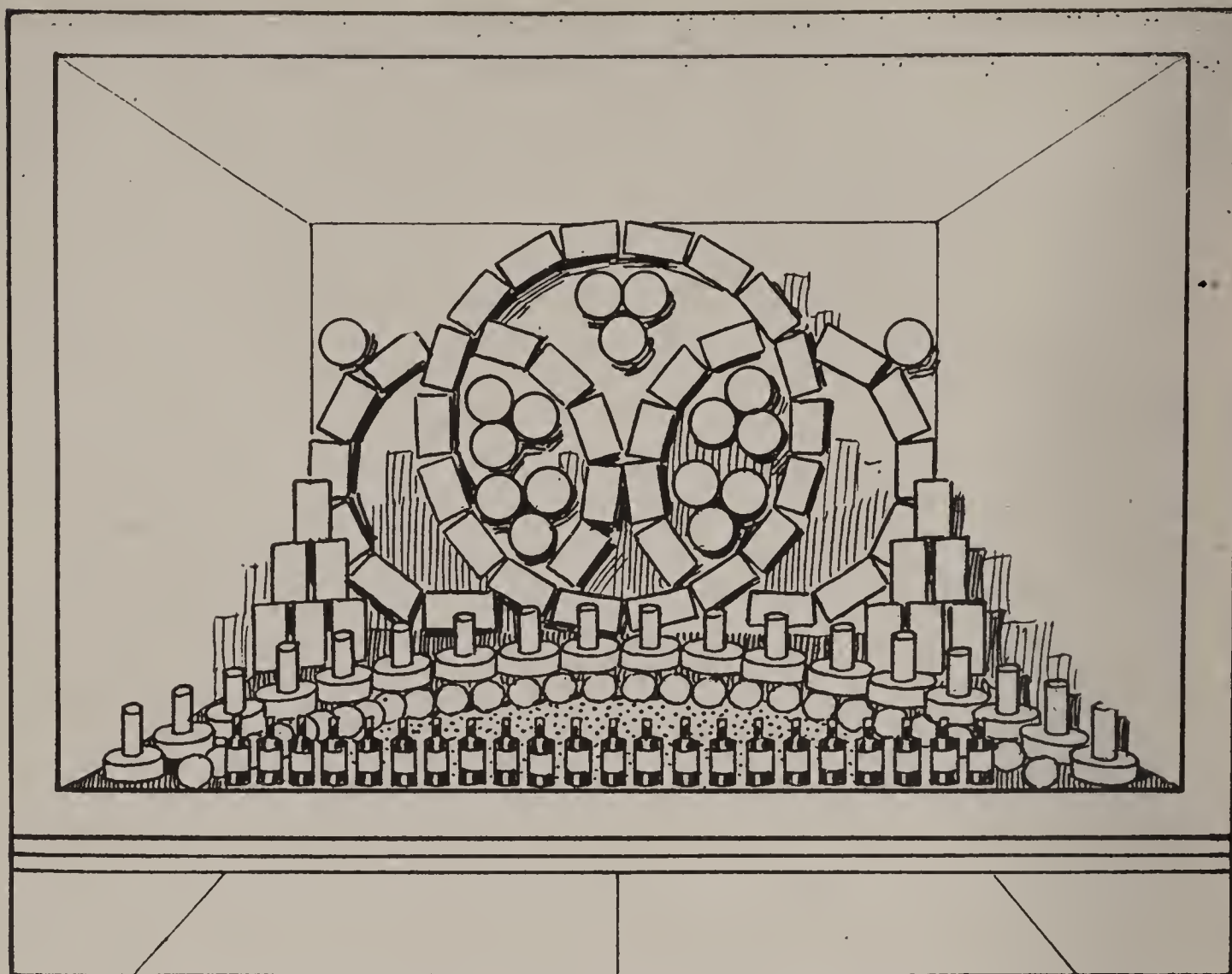
## Novelty Displays and Trims

A semi-circle of bottled goods runs around the window starting from the front left hand corner, circling back towards the rear of the window and then forward to the right hand front corner. Some cans standing vertically are topped with other cans resting horizontally. A few oranges are scattered through the floor display.

### *Telephone Window to Advertise Service*

An immense telephone built of carton goods mainly, occupies the central position in this display. A pedestal is built of small cartons arranged in circles. The central column is built of cartons arranged about six in a circle and built up about six high. The transmitter is built of cardboard. The rubber part is painted black, while the part which represents the metal should be covered with silver paper. The receiver hanging on the hook is also built of cartons and may be supported from the floor by supports so arranged as to be invisible. A large cord comes out of the top of the receiver and coils around back of the goods. In each rear corner is a large pyramid of cartons. In each forward corner is a small pyramid of cartons. Two small pyramids of canned goods are placed along the back wall. Large boxes displaying pressed fruits are arranged on either side with a row of oranges across the front of the window. A large placard prominently placed inviting telephone orders with a guarantee for careful attention completes the idea and drives home the argument.





*Clever Circular Pattern Window*

In this circular pattern window, a light frame is built to fit the back of the window and covered over with light lumber, after which it is covered with wall paper of a very delicate coloring. The wall paper may be tacked on. The three circles shown in the sketch are made of cartons, which are tacked or wired to the background. The groups of round cans are flat and have the labels on the flat side. On the floor of the window is a large curve extended from the front left-hand corner around the back of the window and forward to the right front corner, made up of these same flat cans. Upon each flat can rests a small can vertically. Just forward of this curved line is another curved line of oranges.

Across the front of the window is a straight line of bottled goods, and in the inside space walnuts are used to cover the floor completely. The semi-circle of flat cans should be made as large as the window will permit, so that a large area of the nuts may be used inside. In each rear corner a small pyramid is built up of cartons, vertically placed.



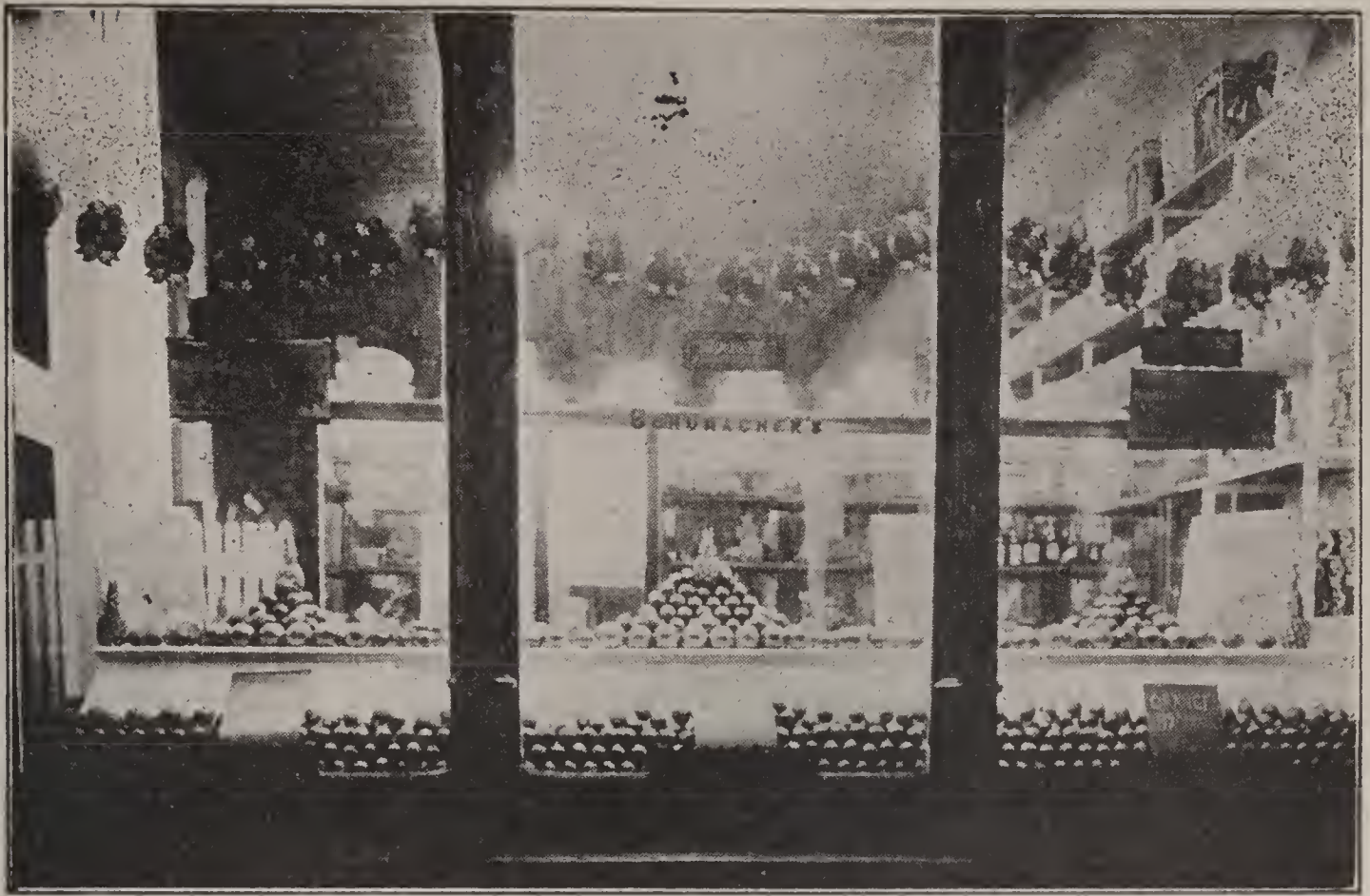
## PART THREE

### Window Display Photographs

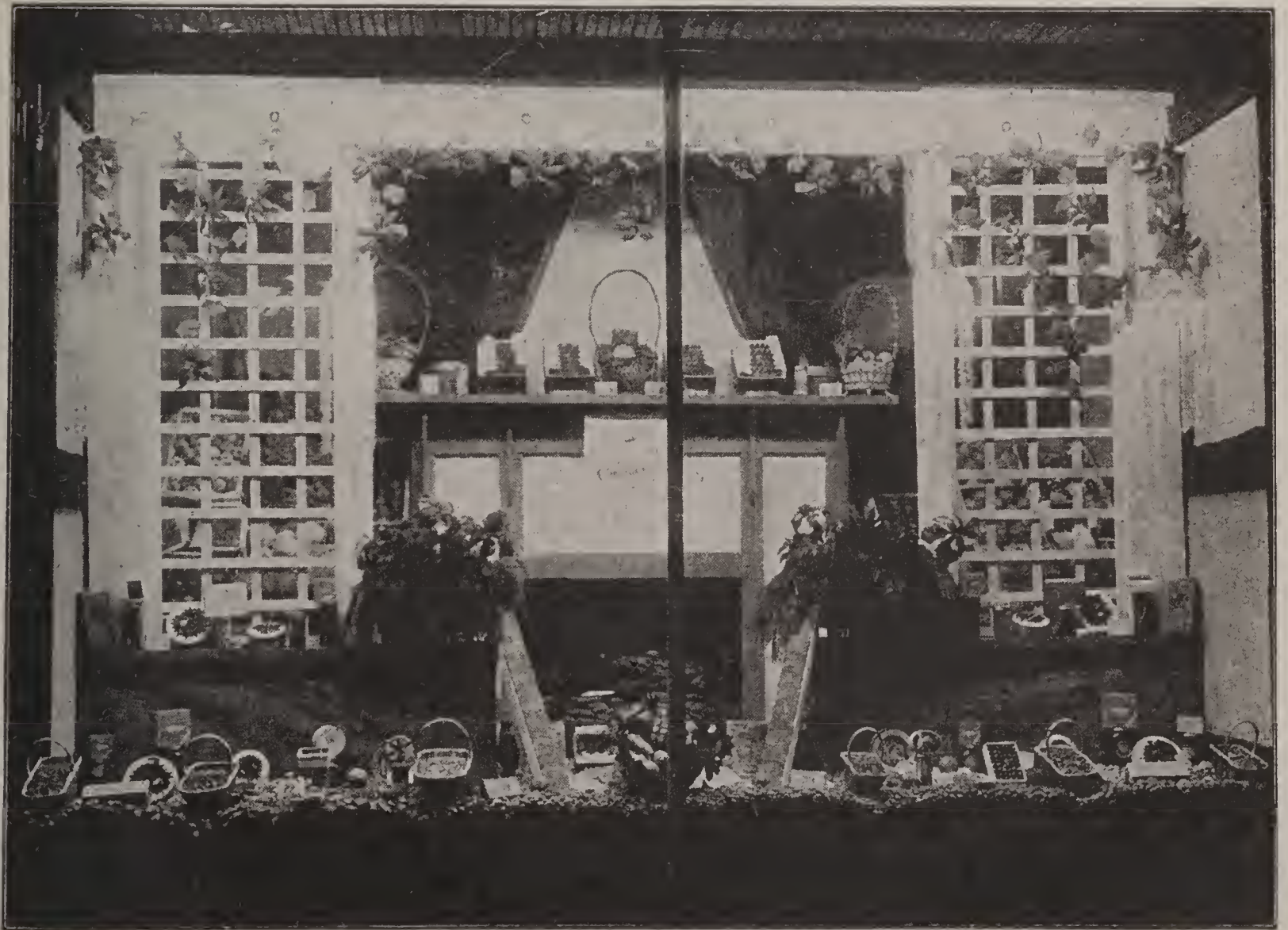
*Photographs of Actual Window Displays  
Which Grocers Have Found Very Successful.*





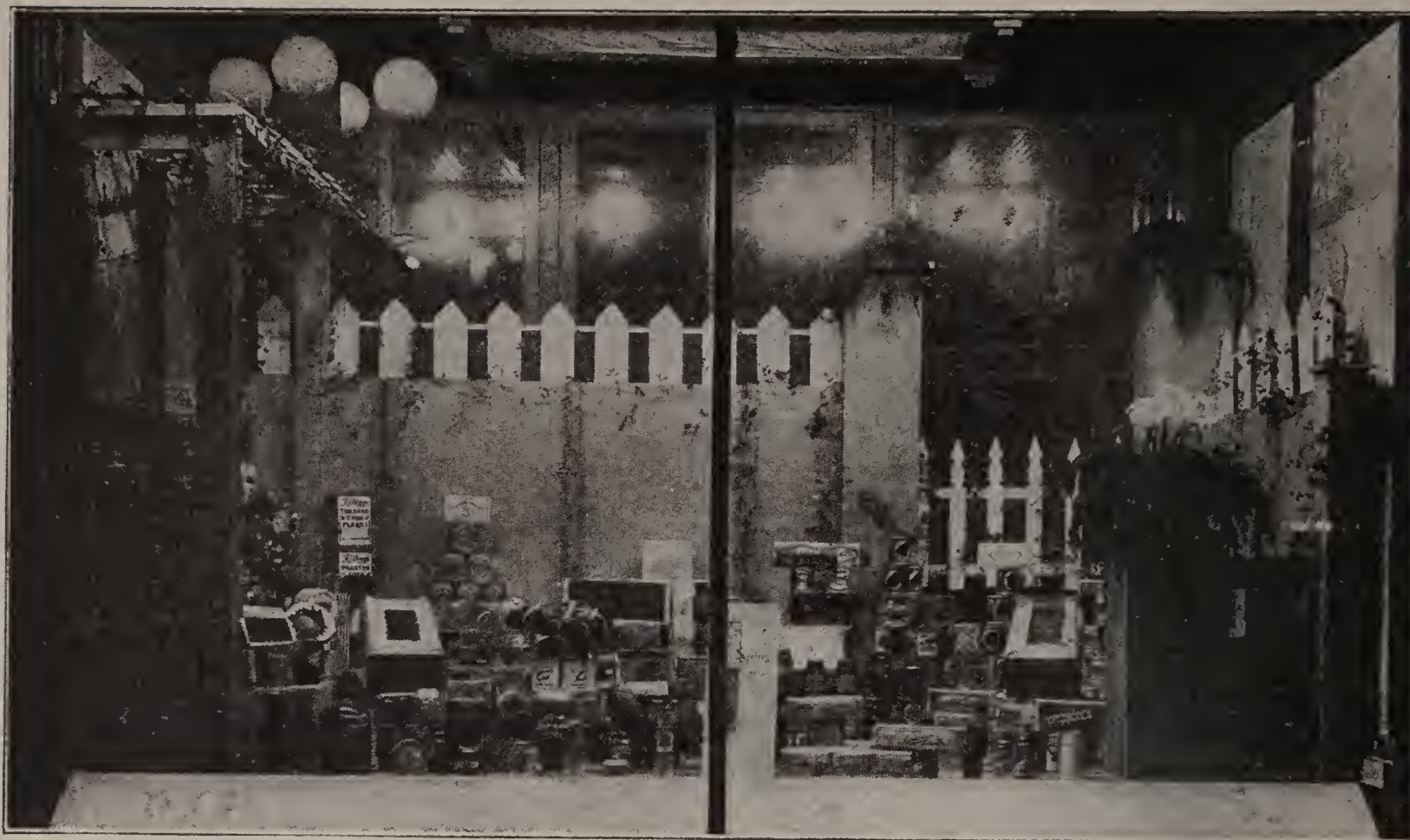


In a window with a wide-open view of the store and a small space available for merchandise display, an effective arrangement is easily secured as shown in this view

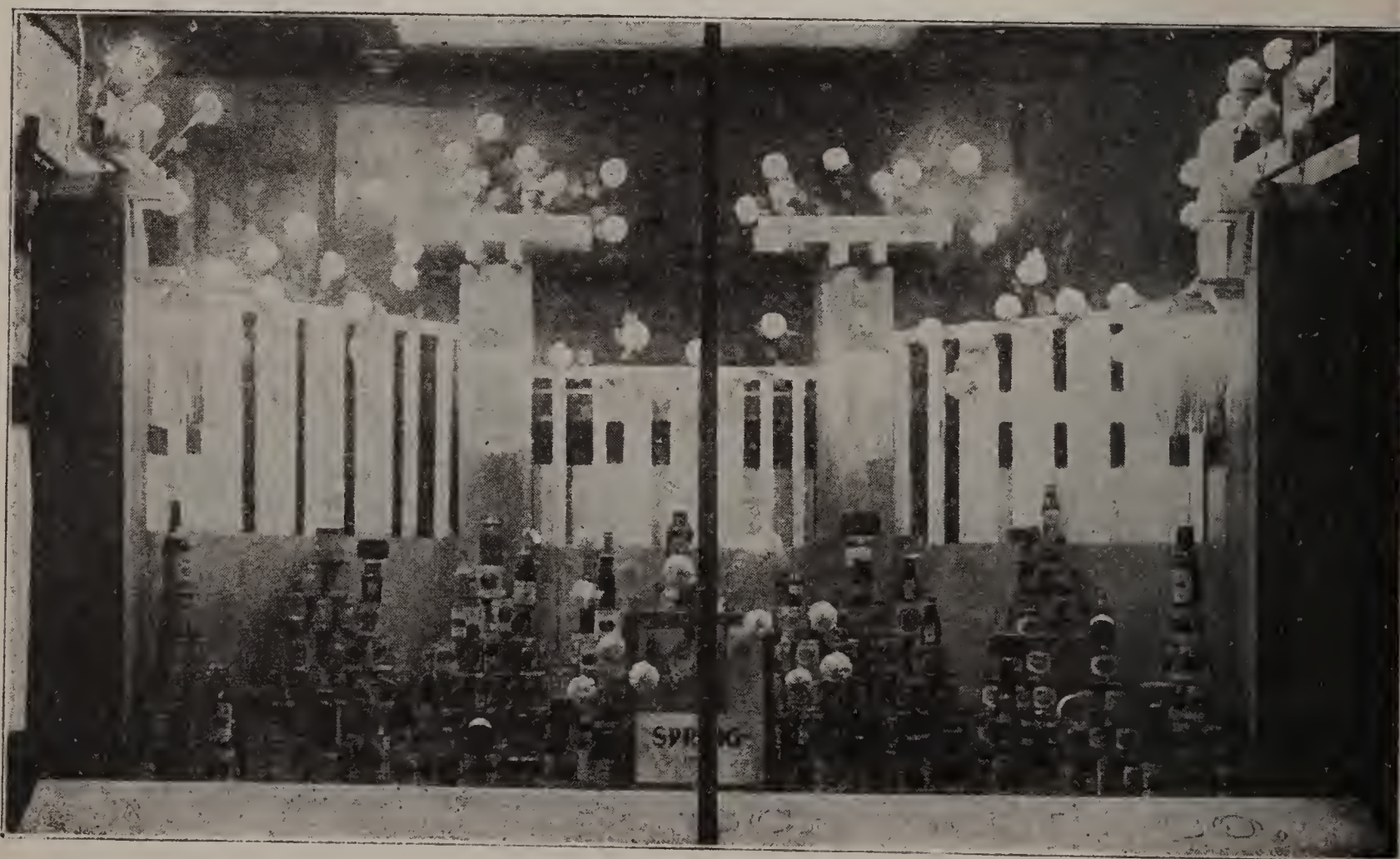


A Christmas fireplace is featured in this rather unusual window. Fancy fruits, nuts, candies and dried fruits are displayed to very excellent advantage on the floor and mantel





These two views, taken from the store of Metzler & Schaefer Company, Champaign, Illinois, are indicative of what can be done when care and thought are given to a display. Both these are Spring windows. Seasonable goods are displayed in a mighty attractive way. The selling value of these windows is readily apparent





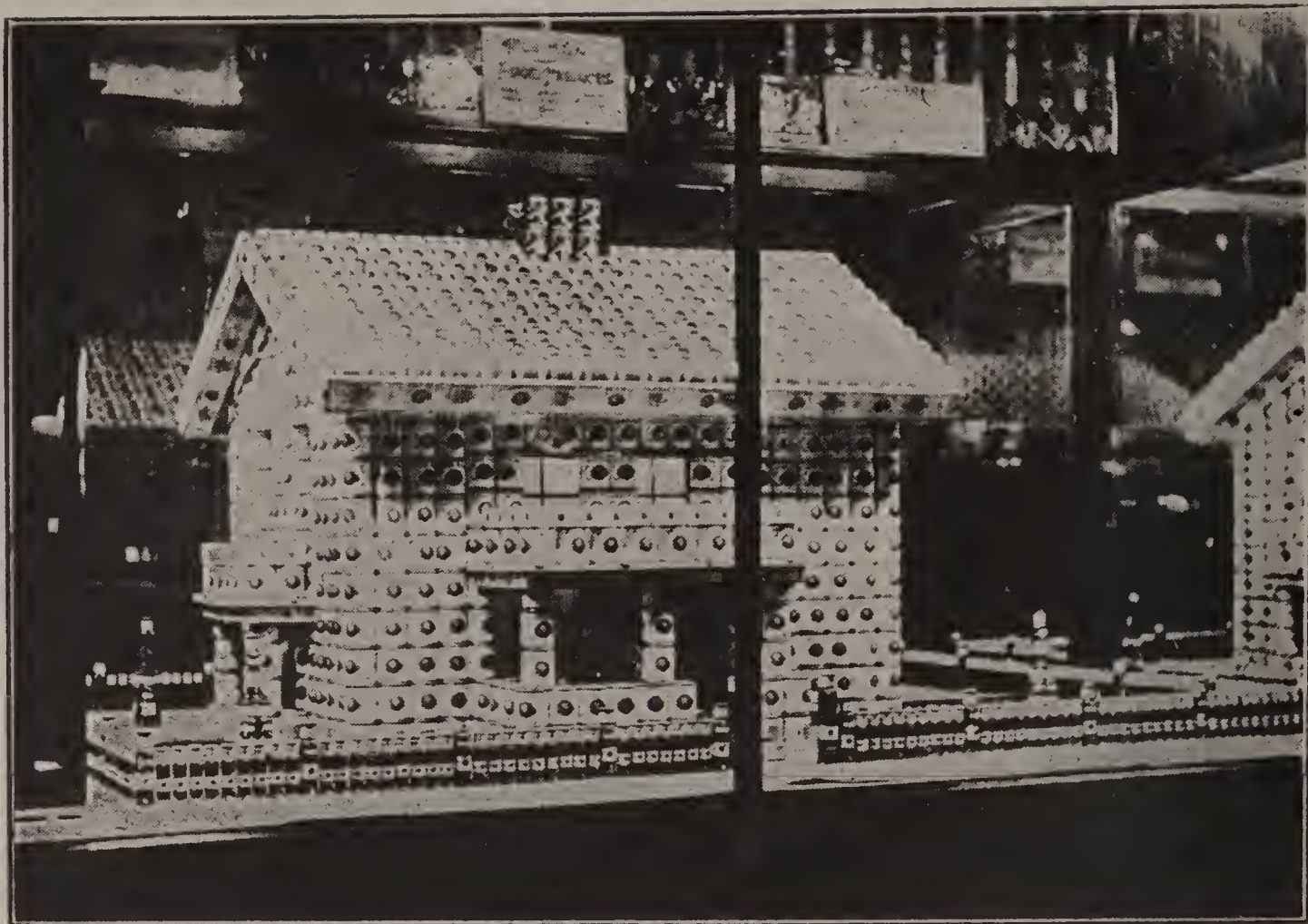


A Canned Foods Week window display in one of the finest Chicago stores illustrates how such an event can be made a real selling force. A window of this kind, backed up by real selling force, is always worth while



Another window in which canned foods are displayed to good advantage with other merchandise is shown here. The combination of this high class merchandise conveys a message to lovers of quality merchandise





An unusual effect is secured in this window by an enterprising grocer who took the time and effort to build two houses of his quality canned foods. This window attracted attention, as well it might



Flour is not the easiest commodity to display attractively, but this grocer has overcome any difficulties and produced a sales-producing display



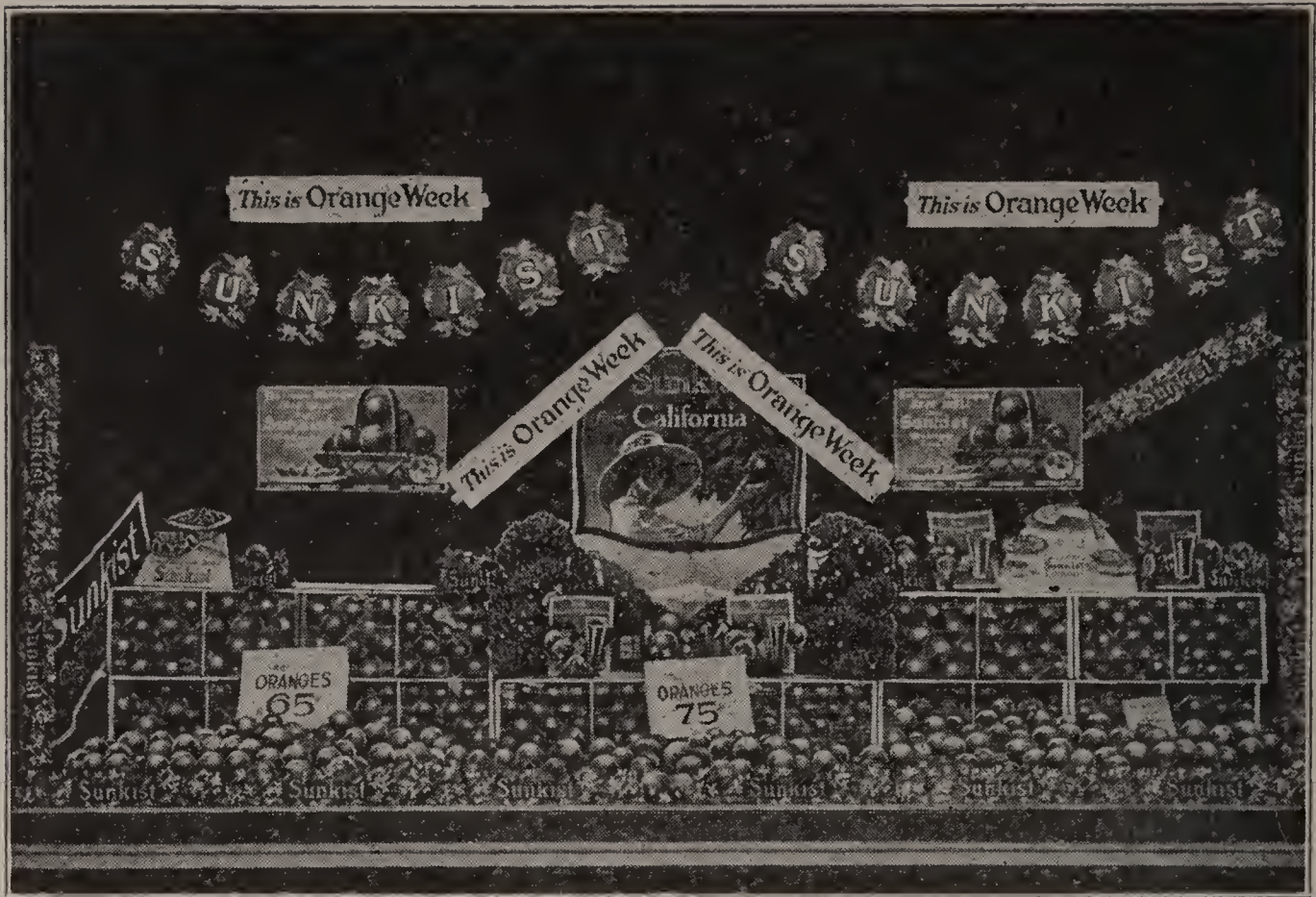


A plain background gives this display of canned goods a good setting. The display is simple and quiet, yet particularly effective—which, of course, is the goal of the window trimmer



In this window canned foods are featured for quantity sales of quality products. A mighty attractive color combination is secured by the pergola which is appropriately decorated





Two displays of fresh fruits are shown here, one featuring Orange Week in an effective way, and the other showing a large quantity of fruits which are arranged in a pleasing display



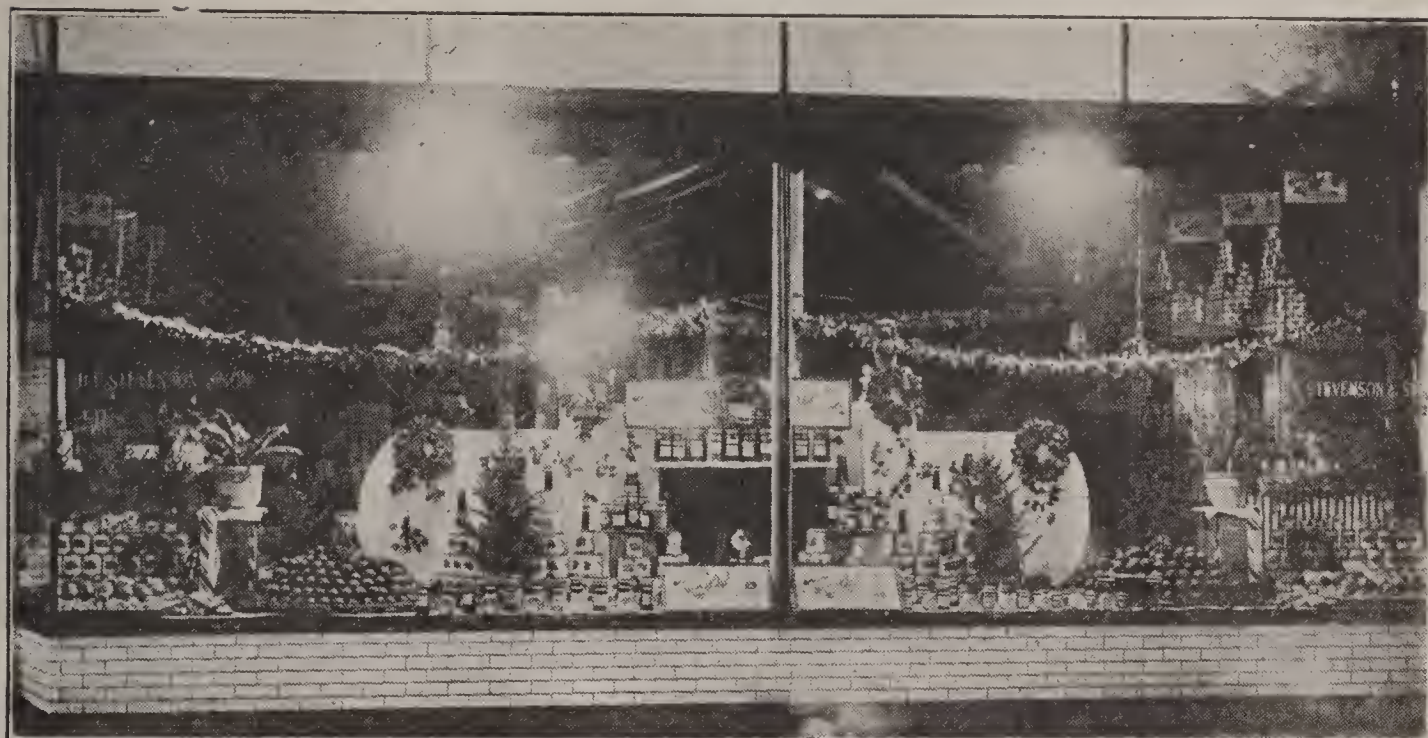
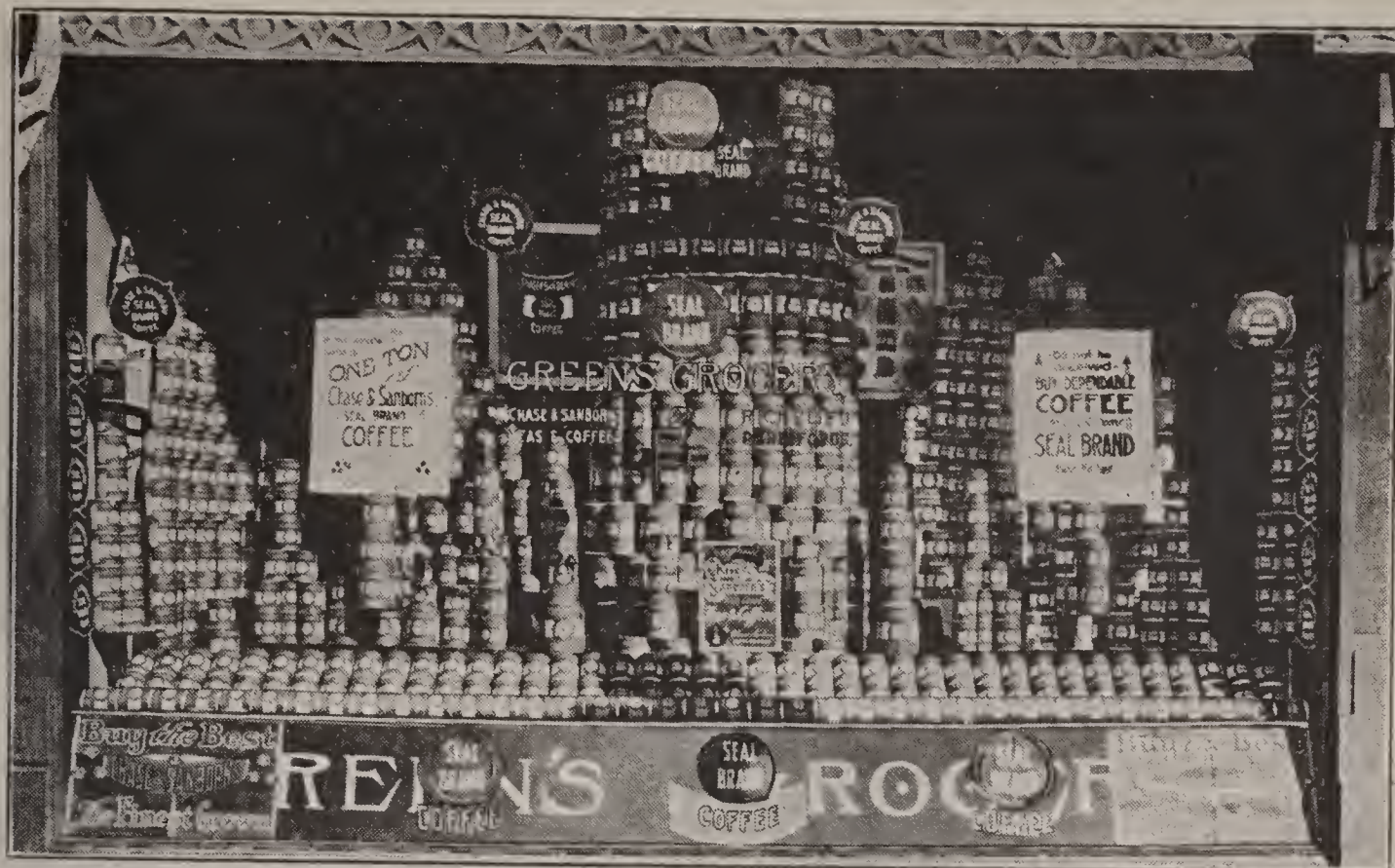




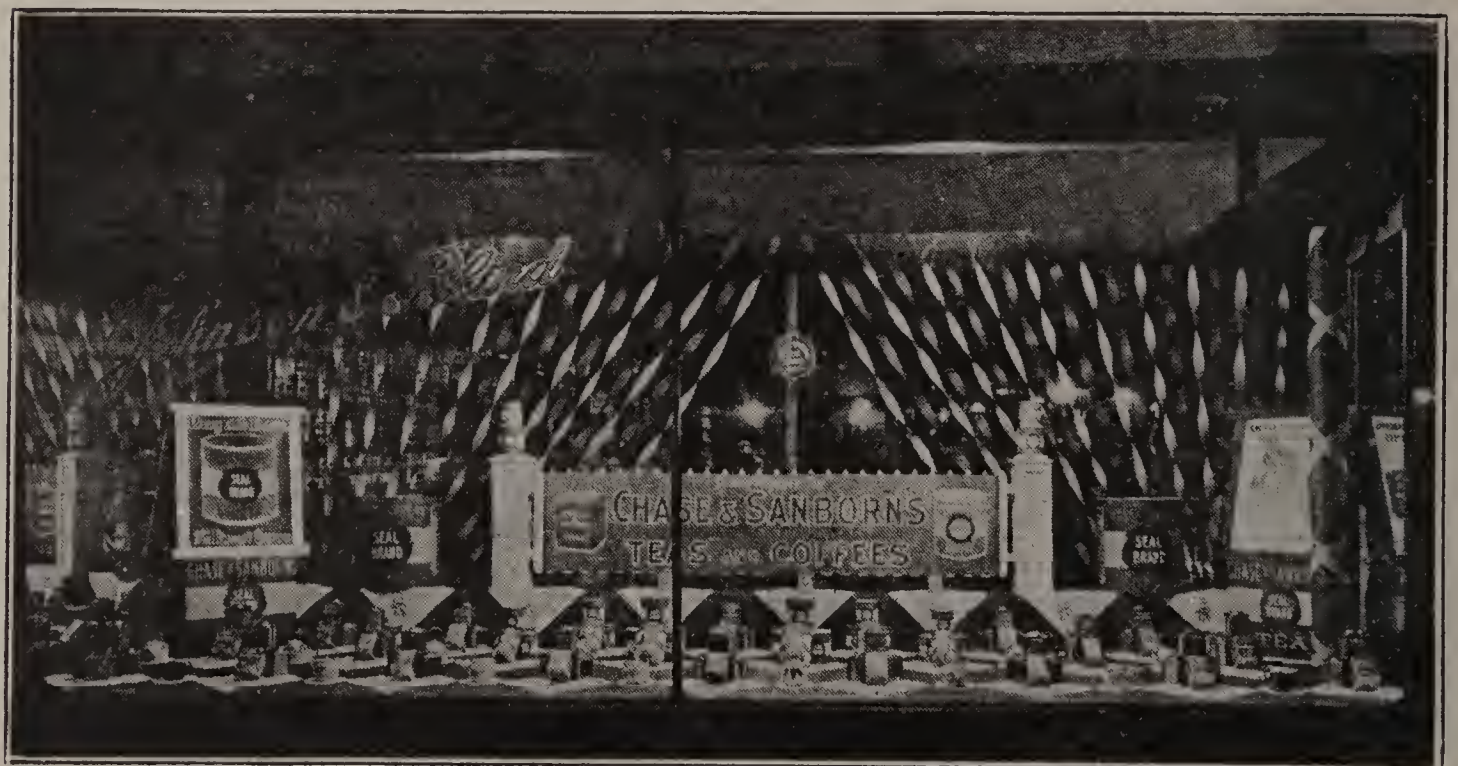




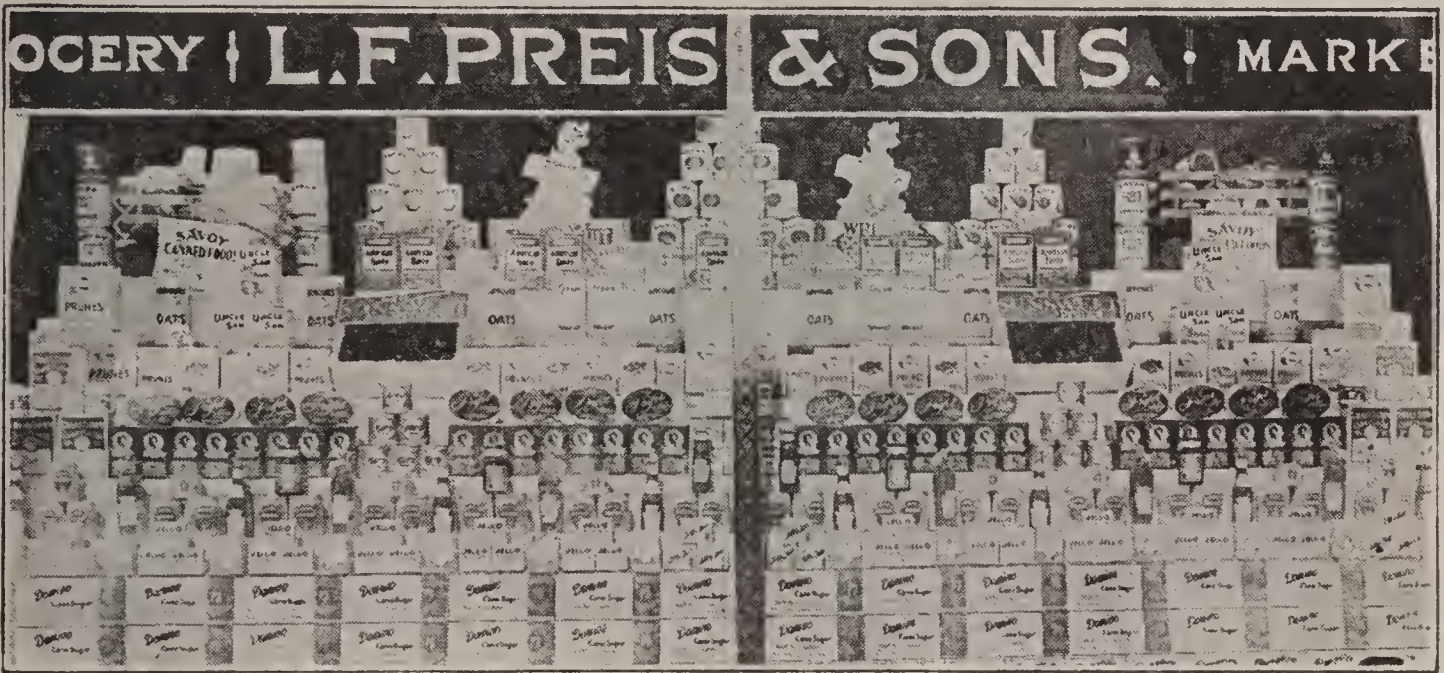




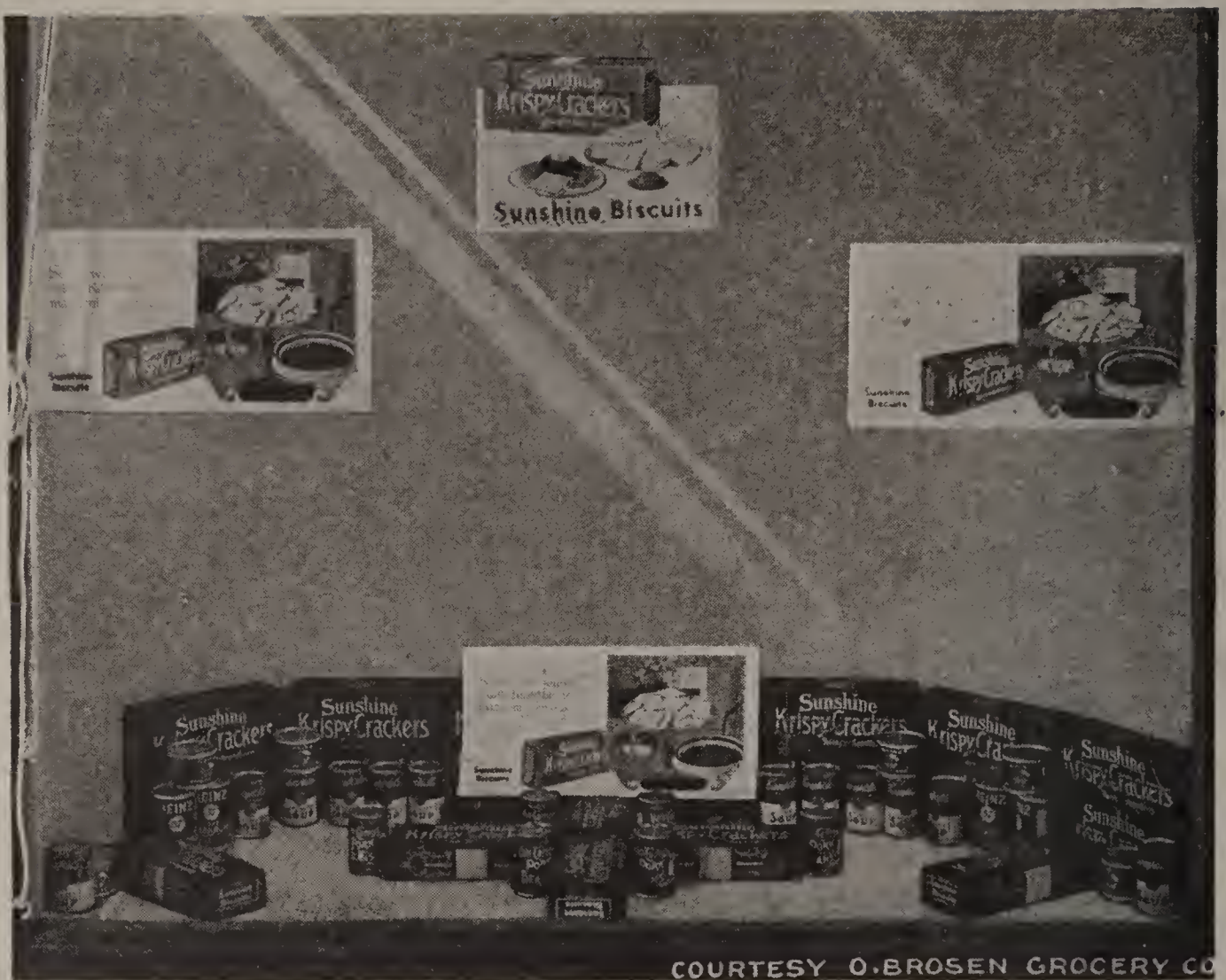












How the grocer's window can be used effectively to feature specialty manufacturers' products is illustrated in this and the following page. All manufacturers gladly furnish display helps which enable the grocer to give a window entirely over to that product occasionally. Such windows pay





How to feature a profitable side-line in a window is shown in this display. This attractive cabinet of half soles builds extra profits for many grocers





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# The Modern Grocer

*"PUTS ON A FRONT"*

but if he is a wise man he makes  
sure of the product behind  
his window display.

In this country there is, perhaps,  
one high-grade line of teas  
and coffees about which the  
merchant is never in doubt.

This line is backed by a  
firm whose business integrity  
is a byword among the trade;  
a friendly, helpful outfit that  
combines modern ideas with  
old fashioned honesty.

You've probably guessed  
the name —

## Chase & Sanborn

CHICAGO

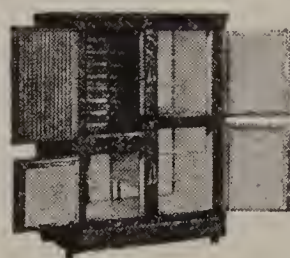
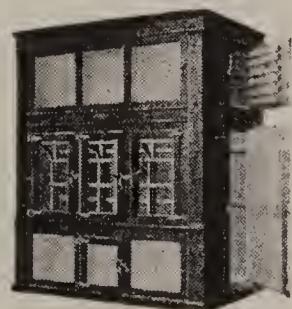
Boston

Montreal



McCray No. 411

for  
Grocers



The patented McCray system of construction and the best possible insulating materials used in McCray walls, insure thorough refrigeration. Every pound of ice exerts its utmost cooling power.

**This is why grocers, in particular, choose the McCray. For more than 30 years McCray refrigerators have been meeting every refrigeration need efficiently and economically. Today in thousands of stores and markets McCray refrigerators, coolers and display case refrigerators are eliminating spoilage waste and increasing profits by their attractive display features.**

There are sizes and styles for all purposes, for stores and markets, residences, hotels, hospitals and institutions. Our Service Department will submit plans for specially built equipment, without obligation.

**Send For This Free Book.** In it your refrigeration problems are discussed and the complete McCray line illustrated and described. No obligation, merely send the coupon now. *Ask about our Easy Payment Plan.*

29 Lake St., Kendallville, Ind.  
*Salesrooms in all Principal Cities*

- [illegible]

NAME .....

ADDRESS .....



# A Combination Display

in your window is worth more to you  
than a single line trim.

---

## *Swans Down Cake Flour*

displayed, as shown below, with the other cake baking ingredients, such as extracts, baking powder, chocolate, spices, nuts, cocoanut, etc., pull from \$35.00 to \$40.00 worth of ingredient business for every case sold. It's worth while going after.



*All this attractive color advertising free on request*

Send in today and let SWANS DOWN CAKE FLOUR make your window work harder for you.

**IGLEHEART BROTHERS**

ESTABLISHED 1856

EVANSVILLE, INDIANA, U. S. A.





*The Case at Left is  
Sherer All-Purpose  
Case No. 142.*

*The Counter at the Right is Sherer  
Grocery Display Counter with New Style Front.*

## “INSIDE” WINDOWS

What do your customers see after you have coaxed them in?

Is every single item you have for sale displayed as attractively as in the picture above?

And can you keep your stock protected from dust and dirt and yet show a sample of every item under the glass windows of counters and cases such as those shown.

We make a complete line of display equipment for the retail grocer. Our catalog M shows many styles in addition to those shown above.

Write for it today.

**SHERER GILLETT CO.**

Seventeenth and Clark

Chicago



# A Window Salesman



If you are the proud owner of a SHERER GROCERY DISPLAY COUNTER you will want one of these beautiful Window Display Pockets in your show window.

It is built in the same way as the regular display pockets in the new style SHERER COUNTER.

Samples of five different SPECIALS can be shown in this window salesman—each under glass and protected from dirt.

You thus show an appetizing sample of some attractive goods. You make it easy for the passer-by to come in and ask about or order some prunes "like those in the window."

With a little card—about some new item—every day or two you should be able to keep the folks looking at your Window Salesman.

**Our new Prunes look good and taste better.**

**Tart Dried Apples—the Pie Kind—Try 'em.**

**Oh, Yes! Beans: This kind and others—inside.**

Length, 21 inches ; height, 11 inches ; width at base, 4½ inches. Front slopes back at proper angle to make fine display. Made of oak golden finish. Word "Specials" in black and gold on red background. Five separate displays, adjustable to small goods like beans, apricots, etc., or to nuts, lemon peel, citron, etc.

We are making a special price on this Window Salesman to owners of SHERER COUNTERS and to all retailers who believe in the value of WINDOW DISPLAY.

*Ask Department M-W for price.*

**SHERER GILLETT COMPANY**  
17th and Clark St. Chicago





# Kawneer

SOLID COPPER

## STORE FRONTS

If you plan to build or remodel let us help you decide upon the type of store front best suited to your store. There are more than 260,000 Kawneer Store Fronts. You will find them everywhere. Just ask the man behind one what he thinks of a Kawneer store front as a sales getter. Our new

### *Book of Designs*

shows a large number of types of store fronts. It will help you select the design best suited for your requirements. We will gladly send you a copy if you are interested in improving your store.

THE  
**Kawneer**  
COMPANY

NILES MICHIGAN



# RUMFORD

## The Wholesome Baking Powder

*A Perfectly Satisfactory Product  
that Pays a Satisfactory Profit*

Render a practical service to your customers by recommending the use of Rumford Baking Powder.



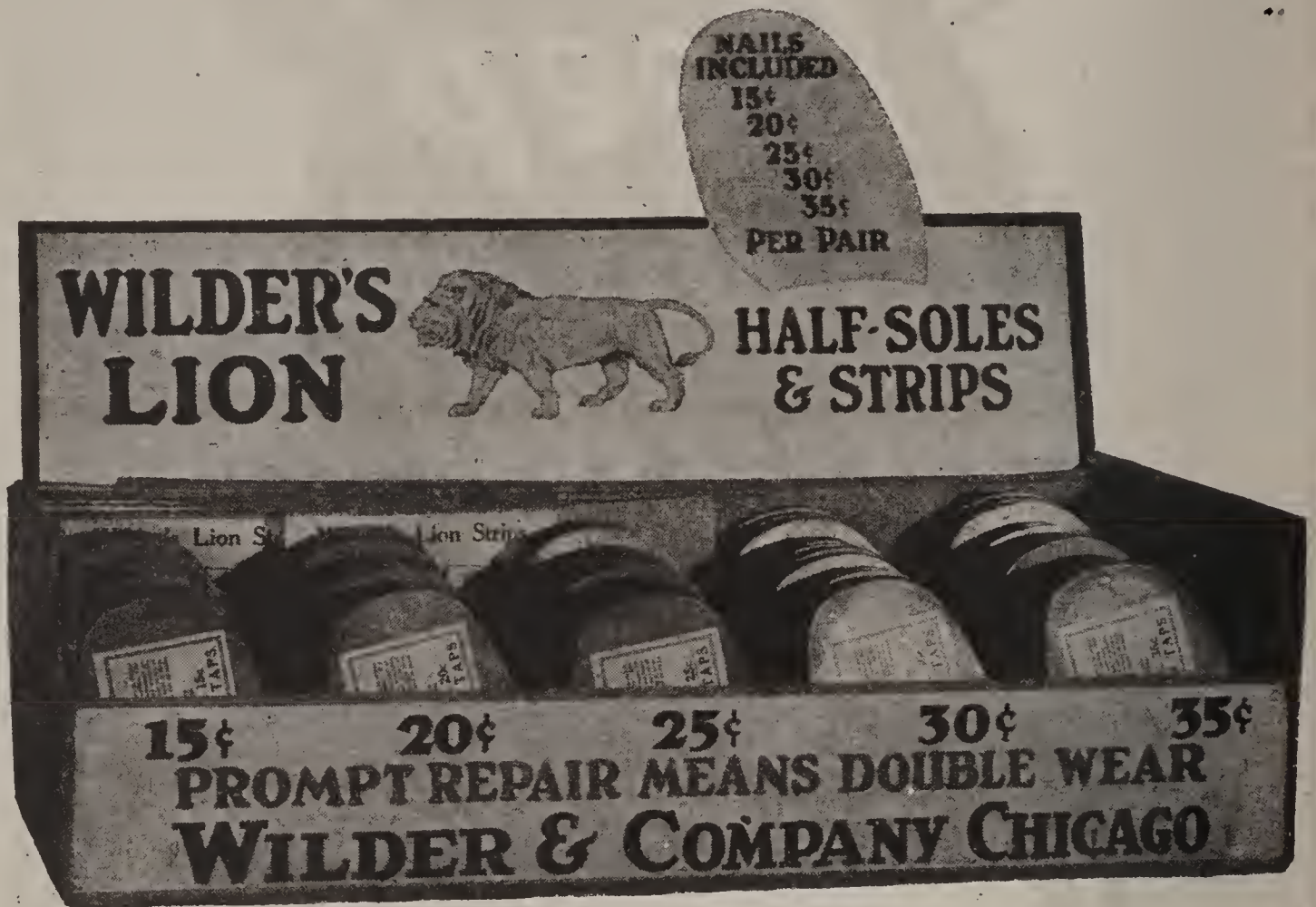
Its purity appeals to the careful housewife; its economy appeals to the thrifty; the healthful digestible biscuits, rolls and cakes it makes, save waste and contribute to the health of the family.

The use of Rumford Baking Powder by your customers, as well as in your own family, insures uniform success in home-baking, and your recommendation will result in further sales to your pleased and satisfied trade.

**THE RUMFORD COMPANY**  
Providence, R. I.



# Leather is a profitable line for the Grocer



*This new*  
**DISPLAY CABINET**

—insures good profit and rapid turnover. Contains an assortment of Half-Soles and strips retailing for \$25.00.

*Your jobber can supply you.*

## **FREE SAMPLE**

In order that you may become thoroughly familiar with LION quality, we will send you **FREE** a sample pair of LION TAPS. Simply give us the name and address of your jobber on your letter head or bill head.


**DO IT NOW!**

# **WILDER & COMPANY**

226-228 W. LAKE ST.

CHICAGO, ILL.





***Keep  
them on  
hand***

### ***They Sell Fast***

Take-hom-a Biscuit split-in-two without crumbling, which makes it ideal for sandwiches or to serve with soups, salads, cheese, beans, milk, and many other foods.

Let one of our Sunshine Salesmen tell you how thousands of merchants are making greater biscuit profits the Sunshine way.

Write or 'phone us today.

**LOOSE-WILES BISCUIT COMPANY**  
CHICAGO

**Bakers of Sunshine Biscuits**  
*Branches in Over 100 Cities*

**Tak-hom-a Biscuit**  
**The Sunshine Soda Cracker**



# Do Your Show Windows Work for You?



*The Jove No. 600 Reflector to be used with  
100 or 150 watt lamp.*

THEY will—when you *light* them economically with X-RAY REFLECTORS. Your windows will work for you all day long and many hours after dark!

Thousands of merchants are using X-RAY REFLECTORS today because they have been “standard” for twenty-six years. They mean more light in your window at lower cost of current.

LIGHT YOUR SHOW WINDOWS WITH

## **X-RAY Reflectors**

EVERLASTING BRILLIANCY

*“Standard for Show Window Lighting”*

NATIONAL X-RAY REFLECTOR CO.

CHICAGO

New York

235 W. Jackson Blvd.

Los Angeles

## A Sales Idea for Five Cents

IN every issue of The Modern Grocer, Chicago, appears at least one idea for a sales compelling display window. It's a business paper, weekly, full of vital information on buying, selling, store management, markets, news—everything a grocer needs—all for \$2.50 a year—five cents a week. Subscribe today for The Modern Grocer, Chicago—and for at least one other—

## BUSINESS PAPER















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**E**S as a Quality Grocer by displaying in your store windows

# **RICHELIEU, FERNDELL OR BATAVIA**

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## ***Quality Foods***

and profit by the acknowledged superiority of these brands of food products.

**Sprague, Warner & Company**  
**Chicago**